

LIFE

THE U.S. MASONS

A PICTORIAL ESSAY IN COLOR

WHAT IT'S LIKE TO BE TALL:
ADVANTAGES AND PROBLEMS



STATE MASONIC GRAND MASTERS

20 CENTS

OCTOBER 8, 1956



Sweet moment—when you discover

*the
Green
Giant
flavor*



Cupid never drew his bow at a sweeter target. The peas that wear the Green Giant label are the pampered darlin's of pea-land. Raised from special seed in special soil. Babied by us every day of their short and tender lives. Picked and packed at the fleeting moment of perfect flavor—the Green Giant flavor. Nothing like it ever came out of a pea field before. Isn't it time you made this sweet discovery?

the one and only

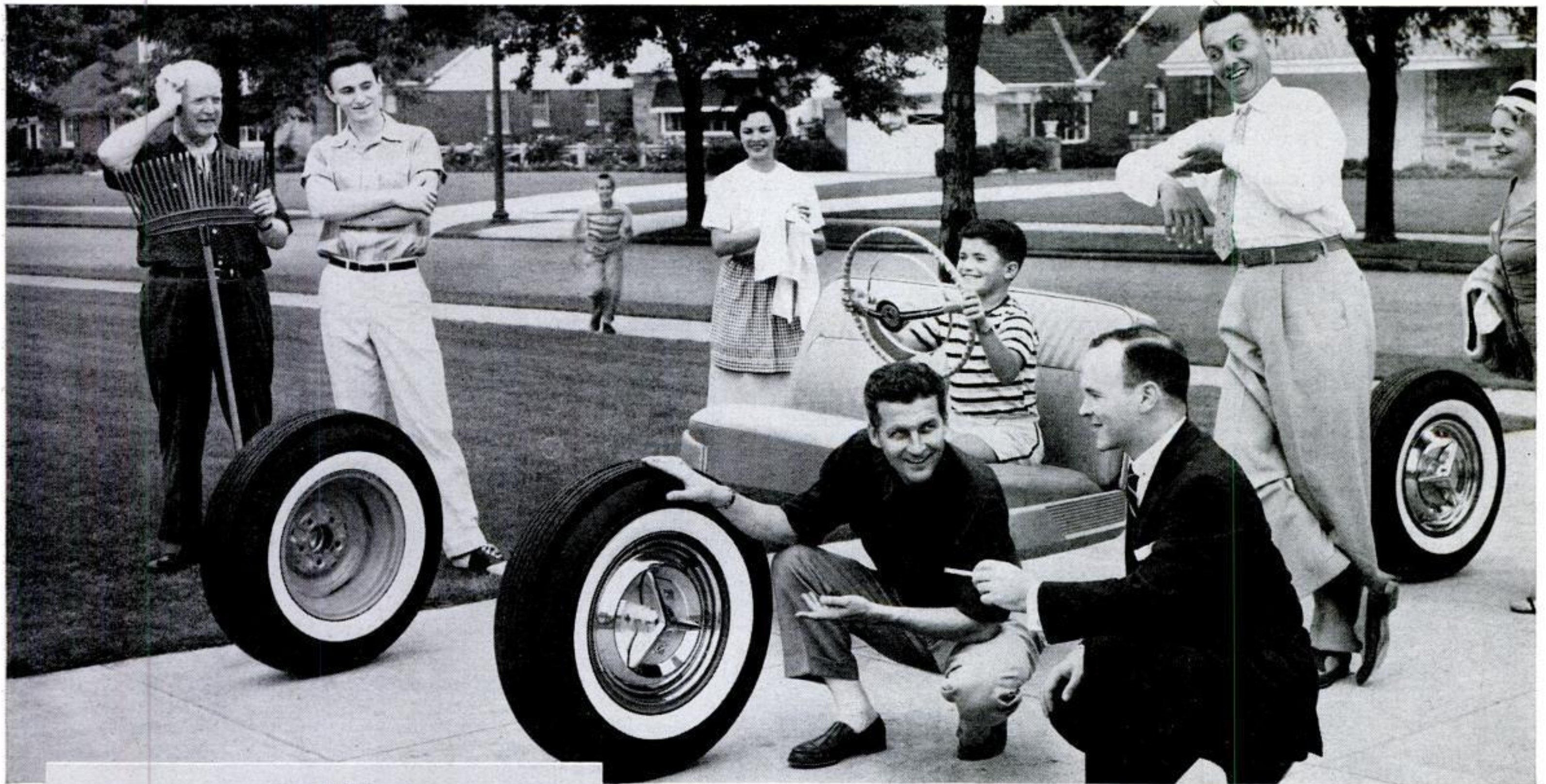
Green Giant Peas
BRAND

Picked and packed at the fleeting moment of perfect flavor



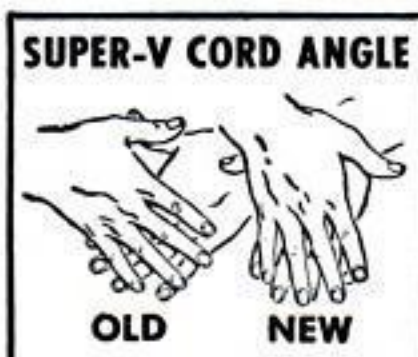
Green Giant Company, headquarters, Le Sueur, Minnesota. Green Giant of Canada, Ltd., Tecumseh, Ontario. "Green Giant" Brand Reg. U. S. Pat. Off. © GGCo.

TAKE A LOOK AT THE '57 CARS WITH THE New B.F. Goodrich '57 Tubeless Tire



AVAILABLE IN 14" and 15" SIZE—FITS YOUR PRESENT CAR

New DELUXE Silvertown lowers the look, eases the ride, improves the high-speed performance



with improved tire performance at high speeds. The picture above concentrates on the feature that makes it possible—the new B. F. Goodrich '57 Tubeless Tires.

The B. F. Goodrich Deluxe Silvertown Tubeless for '57 is re-engineered with a new Super-V cord construction. The cord angle is narrower (see diagram above), increasing tire stability. And the whole appearance of the tire is changed.

The new design, combined with new white-

Car design turns another corner in 1957—and on new B.F. Goodrich Tubeless Tires. The new cars will be longer looking, lower looking, easier riding,

wall styling, makes the car's wheels look smaller, the car look lower and longer. The increased stability improves high-speed performance to give you an even greater margin of safety at normal speeds. And the car rides easier. The tire's tread, too, has a new design which is quieter on turns and stops, and with the greatest safety available for today's turnpike speeds.

All this safety is in addition to the patented Tubeless blowout protection invented by B. F. Goodrich.

Give your present car the new '57 look. The B. F. Goodrich Deluxe Silvertown Tubeless, chosen as standard equipment for the '57 cars in both 14" and 15" sizes, fits your present wheels.

B. F. Goodrich Tire Company, A Division of The B. F. Goodrich Company, Akron, Ohio.

—because you're only as safe as your tires



This One



97T9-5GP-B99U

REG. U.S. PAT. OFF.

Tacho's end and heirs

An assassin's bullets end the life and long reign of "Tacho" Somoza, Nicaragua's tough, roistering dictator, and his two sons take over his job.



WOUNDED DICTATOR

A tall man's life

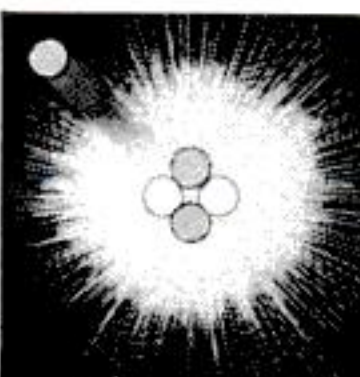
A 6-foot-6 Tennessean finds that being tall in an average-sized world has its advantages even though he sometimes has to act like a pretzel.



STOOPING TALL MAN

Better than A-power

With the world now ready for atomic fission power, a scientist declares that a far better source is fusion power. And, he says, its use will come.



FUSION IN PROCESS

All about the Masons

In eight pages of color, LIFE shows the ritual and tradition of Freemasonry and explains the complex structure of degrees and orders.



MASONIC LEADERS

Harvard man, age 12

Looking more like a grade-school boy than a college man, a 12-year-old prodigy takes up campus life as Harvard's youngest freshman.



FRED SAFIER

Britain's case on Suez

In a rare exclusive interview, British Foreign Secretary Selwyn Lloyd explains why his nation cannot tolerate control of the Suez Canal by Egypt.



LLOYD IN PARIS

30

COVER

The Grand Masters who lead Freemasonry in the U.S. pose wearing Master Masons' aprons on steps of the Masonic Memorial at Alexandria, Va. They are identified on p. 118.

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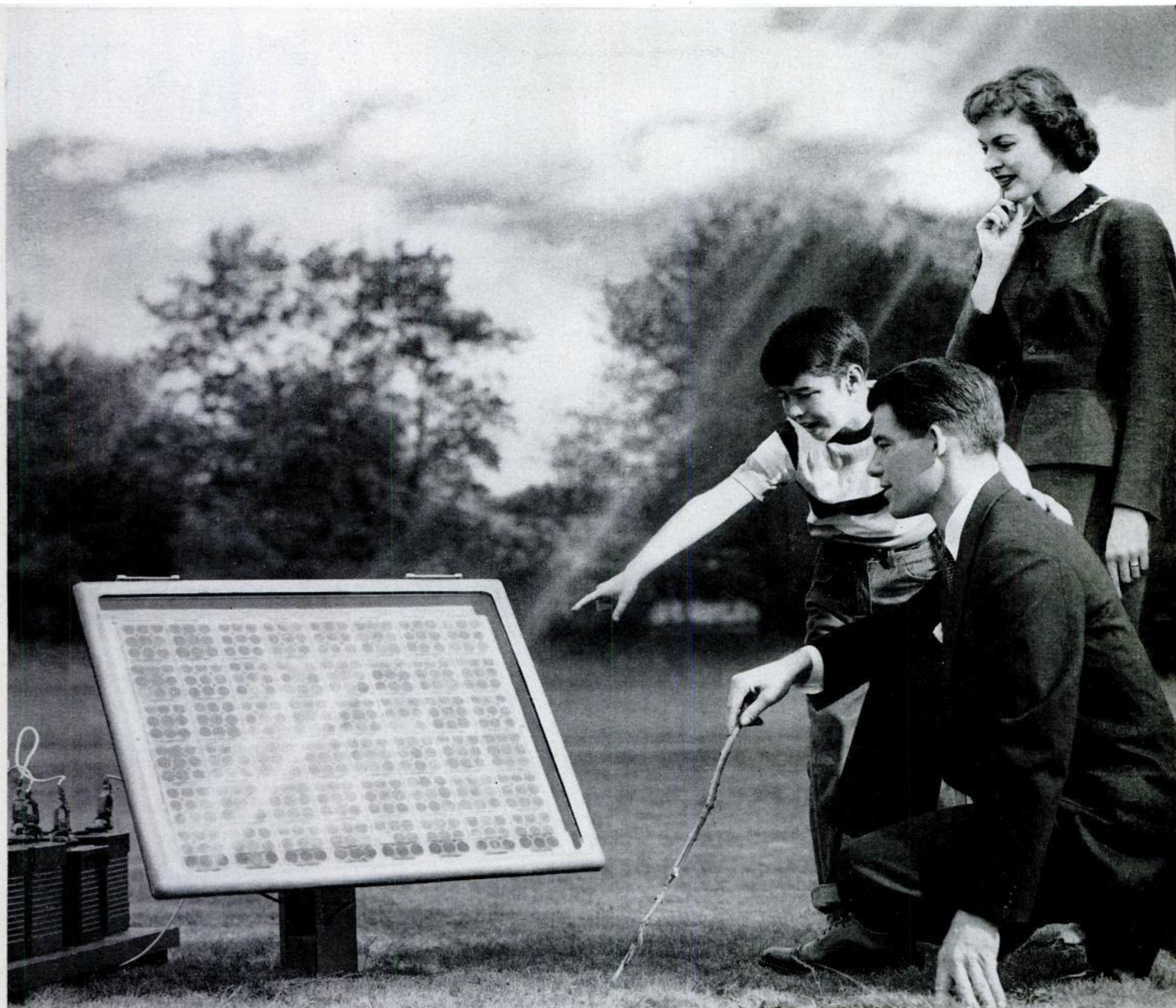
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Something New under the Sun. It's the Bell Solar Battery, made of thin discs of specially treated silicon, an ingredient of common sand. It converts the sun's rays directly into usable amounts of electricity. Simple and trouble-free. The storage batteries beside the solar battery store up its electricity for night use.

Bell System Solar Battery Converts Sun's Rays into Electricity!

Bell Telephone Laboratories invention has great possibilities for telephone service and for all mankind

Ever since Archimedes, men have been searching for the secret of the sun.

For it is known that the same kindly rays that help the flowers and the grains and the fruits to grow also send us almost limitless power . . . nearly as much every three days as in all known reserves of coal, oil and uranium.

If this energy could be put to use—instead of going to waste—there would be enough to turn

every wheel and light every lamp that mankind would ever need.

The dream of ages has been brought closer by the Bell System Solar Battery. It was invented at the Bell Telephone Laboratories after long research and first announced in 1954. Since then its efficiency has been doubled and its usefulness extended.

There's still much to be done before the

battery's possibilities in telephony and for other uses are fully developed. But a good and pioneering start has been made.

The progress so far is like the opening of a door through which we can glimpse exciting new things for the future.

Great benefits for telephone users and for all mankind may come from this forward step in putting the energy of the sun to practical use.

BELL TELEPHONE SYSTEM





Possibly won't Lynn's flannelettes POSSIBLY WON'T shrink out of fit. But probably they *will*. The label did *not* mention "Sanforized." And some flannelettes are bad shrinkers—it's not uncommon to lose 2 whole sizes in just a washing or two.



Certainly won't Tom and Dick's flannelettes CERTAINLY WON'T shrink out of fit. Their mother insisted on the "Sanforized" label. She knows it's the only way to be sure. For "Sanforized" means they'll fit like *new*—washing after washing *after washing*!

Why take a chance on shrinkage when "Sanforized" costs you no more?

BOILED, WASHED FOR AN HOUR—every
"Sanforized" fabric must pass this rugged test.

Cluett, Peabody & Co., Inc. permits the use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.





NEW VINYL FLOOR TILE

38 go-together colors—3 styles

Something new has been added to KenFlex floors...new coordinated colors with an easy-to-follow decorator-harmony chart now at your KenFlex Dealers. There's new excitement in Carnival KenFlex, now harmonized to blend with new shades in Marbleized KenFlex. New richness in the natural cork-look of Corktone KenFlex, too. Blended of vinyl and sturdy asbestos fibers, this glowing, greaseproof floor is so easy to keep clean. Tile-deep colors can't wear off. Install it yourself from basement to attic and save...average 8' x 10' room costs about \$21.50.

COME TO THE BIG KENFLEX NEW COLOR JUBILEE

Look for this Palette Sign in your Kentile Dealer's Window. You'll find his name and address under FLOORS in your Classified Telephone Directory.



KENTILE * KENCORK * KENRUBBER * KENFLEX * KENFLOR * KENROYAL

KENFLEX®
VINYL ASBESTOS TILE

by the makers of

KENTILE FLOORS

Kentile, Inc., 58 Second Avenue, Brooklyn 15, New York

*REG. U. S. PAT. OFF.

Great Laundry Day!

WESTINGHOUSE

SPACE MATES

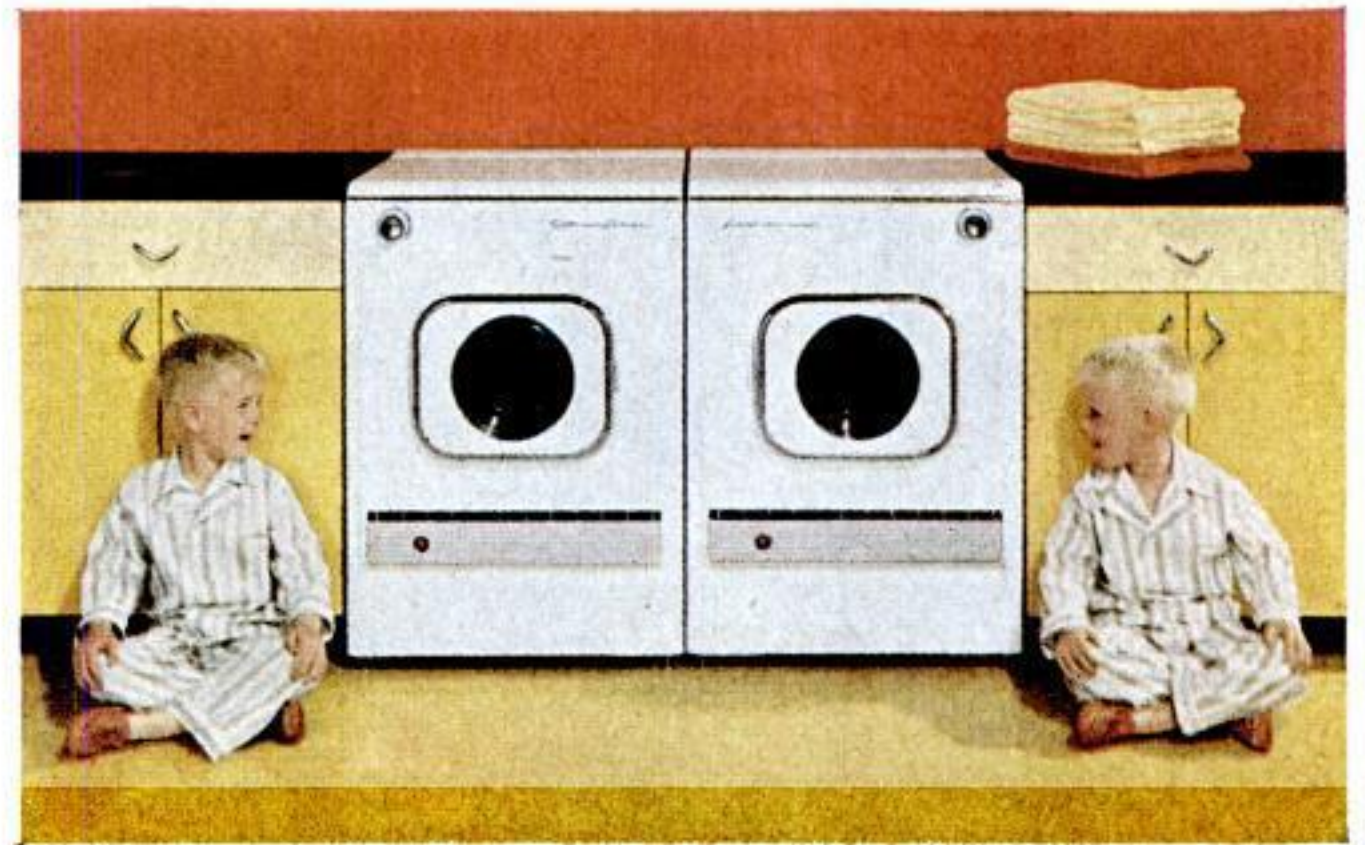
*wash and dry at
the same time*



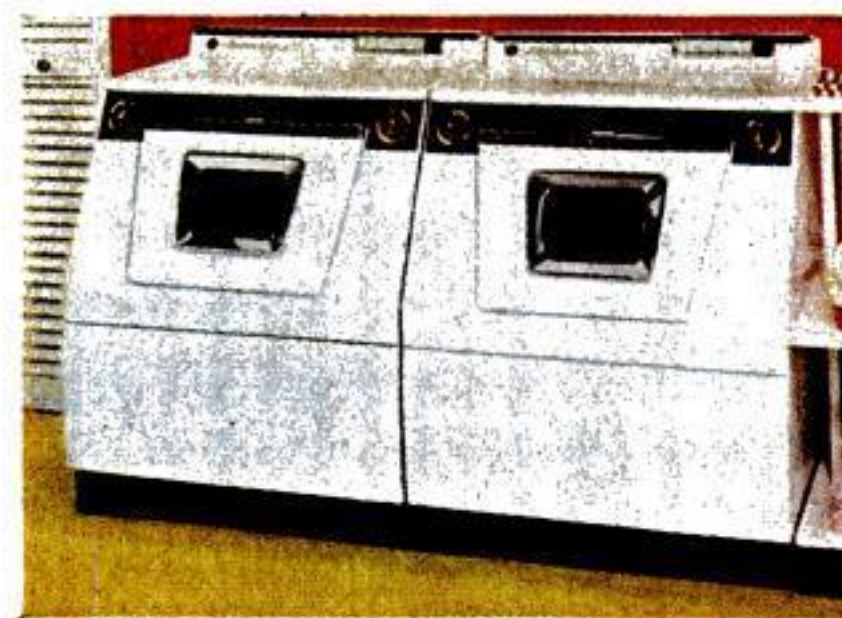
Now do laundry double-quick

Don't settle for less—not now when you can have a Laundromat® with Dryer above it, doing full eight pound loads on the double. Don't settle for less when you can save time and space, and have Westinghouse thorough, soap-and-water-saving *New Way to Wash, too!* And Direct Air Flow Drying for a fast, perfect finish.

Where will you put your Space-Mates? Anywhere you have 25 inches to spare . . . They're so quiet, and the dryer's so easily vented you can set them up in a closet, a bathroom, the boys' room . . . Or, glory be, build them right into your new home!



Like Space-Mates side by side? Build them under a counter, line them up with a counter or against a wall . . . 50 inches wide for both. In Confection Colors: Nougat Gray, Lemon Yellow, Mint Aqua, Frosting Pink, Sugar White. Or buy one now, add the Mate later. And remember, when you buy, you can be sure, if it's Westinghouse.



New deluxe Laundry Twins . . . typical of Westinghouse three sets of side-by-side twins, planned for every budget.



New Combination Wash 'N Dry Laundromat! First it washes, then it dries automatically. Just set the dials, and relax.

WATCH WESTINGHOUSE

WHERE **BIG** THINGS ARE HAPPENING FOR YOU!

Follow the Presidential Campaign with Westinghouse on CBS TV-Radio. You'll find your Westinghouse Dealer in the yellow pages of your telephone directory listed under "Electrical Appliances—Household".





English Mixed Grill: *featured this month in good eating places everywhere!*

Eating out gives life a lift!



This chef's masterpiece is appetizing proof that eating out gives life a lift! Wouldn't you like to treat your family to such an exciting dish, featuring sizzling links of savory sausage?

Particular chefs know that no ordinary sausage can make this English Mixed Grill a culinary triumph. That's why so many restaurants make sure of your enjoyment by serving Swift's Premium Brown 'N Serve Sausage.

Made only by Swift, this 3-minute sausage is famous for its old-fashioned flavor. And for its convenience. Fully cooked, it's ready to serve in less time than it takes to make your coffee. It's just one of many Swift products good cooks rely on for consistent high quality.

For a lift in your life, why don't you and your folks enjoy Swift's Premium Brown 'N Serve Sausage at your favorite eating place today?

Good eating places put quality first...so does



One of a series of advertisements prepared by Swift & Company in cooperation with the National Restaurant Association. © by Swift & Company, 1956





Perma-lift's exciting new bare back bra

Happy days ahead—no more twisting, turning, straining to fasten those exasperating back hooks. Your new molding, uplifting "Perma-lift"* Long-Line Bra hooks in front, quick as a wink, and the sly, shy little hooks simply can't show, even through your sheerest dresses. Look how daringly low it fits in back, too—ideal for all your chic new bare-back fashions. And the exclusive Criss-Cross** design keeps it as securely and snugly in place as a bra with a conventional high back. You'll love it for its convenience and wonderful, easy comfort. Be fitted today in the style that's perfect for your new fashions.

Style #80—Exquisitely styled strapless bra of lovely Dacron with subtly styled contour cups to give you a full, natural bustline. \$8.95.

Style #136—Perma-lift's Magic Insets mold and support your breasts, comfortably, naturally, from within the cups themselves—and this support lasts the life of the bra. In fine cotton. \$7.95.

*Reg. U.S. Pat. Off. A product of A. Stein & Company • Chicago—New York—Los Angeles **Pat. Pending Prices may be slightly higher west of the Rockies

HOOKS
in
FRONT

so quick, so easy

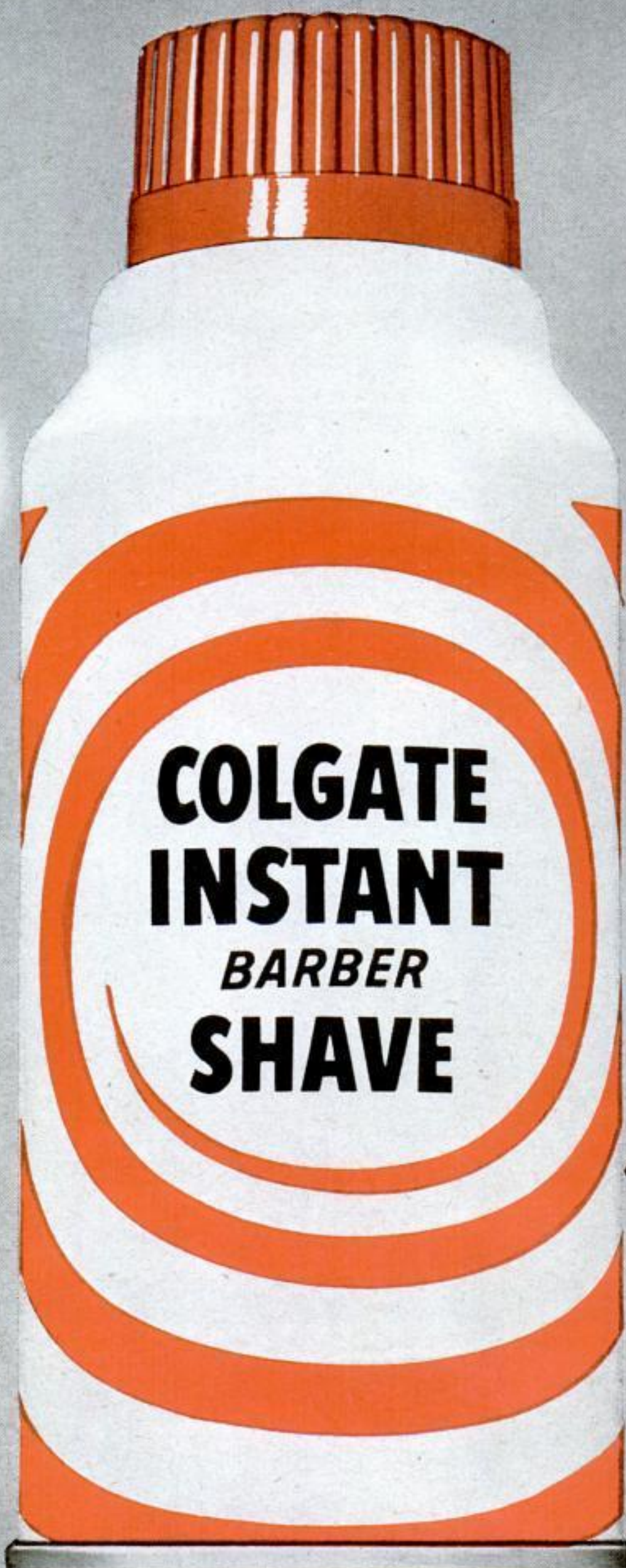
NOW
ONLY
69¢?

sounds like a buy
that's hard to beat!



YES,
ONLY
69¢!

and gives your face
a super treat!



NOW... New Low Price on Famous Colgate Instant Shave!



Now you can get Colgate Instant Shave in the wonderful pressure can for only 69¢ ... the same top quality that used to cost 79¢! Colgate Instant is the fastest, most convenient way to shave ... makes shaving less bother, more pleasure ... gives you that Clean-Cut Colgate Look! Only 69¢ for about a 3-months' supply - or 98¢ for the huge economy-size.

Prefer BRUSHLESS?

Rather use LATHER?



Get that Clean-Cut COLGATE LOOK!

THIS IS THE ONE that's delicious for drinking—fresh milk →
flavor instantly with amazing "Magic Crystals" Discovery!

NEW MILK DISCOVERY

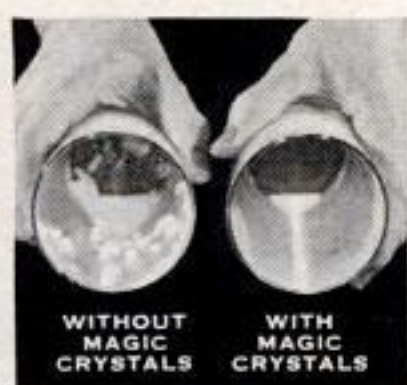
CARNATION "MAGIC CRYSTALS"



This is the new Instant that's delicious for drinking because *this* is the one with Magic Crystals. Only Carnation Instant is freshest, pasteurized nonfat milk in *actual tiny crystals*... *Magic Crystals* that burst into *fresh* milk flavor instantly, even in ice-cold water! Ready to drink. Ready instantly for cereals, cooking, baking—no special recipes needed! Rich in *all* the protein, calcium and B-vitamins of freshest *whole* milk!

Discover today how new Carnation Instant gives you *fresh* milk flavor—all you want, *any* time, *instantly*—at great savings to you!

**MIXES INSTANTLY AND COMPLETELY
PROVE THE DIFFERENCE YOURSELF!**



Only Carnation Magic Crystals mix *instantly*, in ice-cold water, with just a light stir. Powdery concentrates do not.

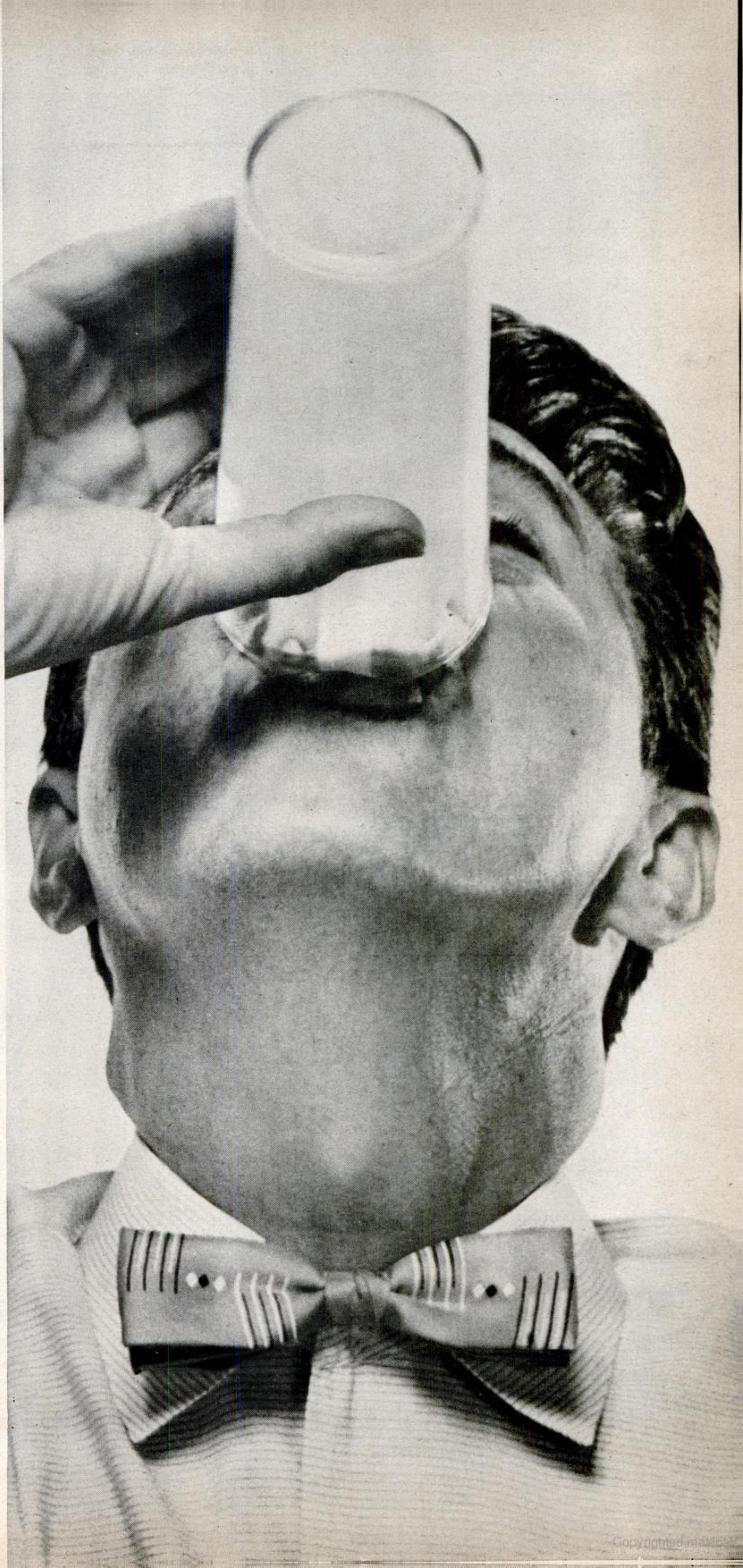
Only Carnation Magic Crystals mix *completely*. Ready to drink, freshly delicious. No powdery, undissolved residue.

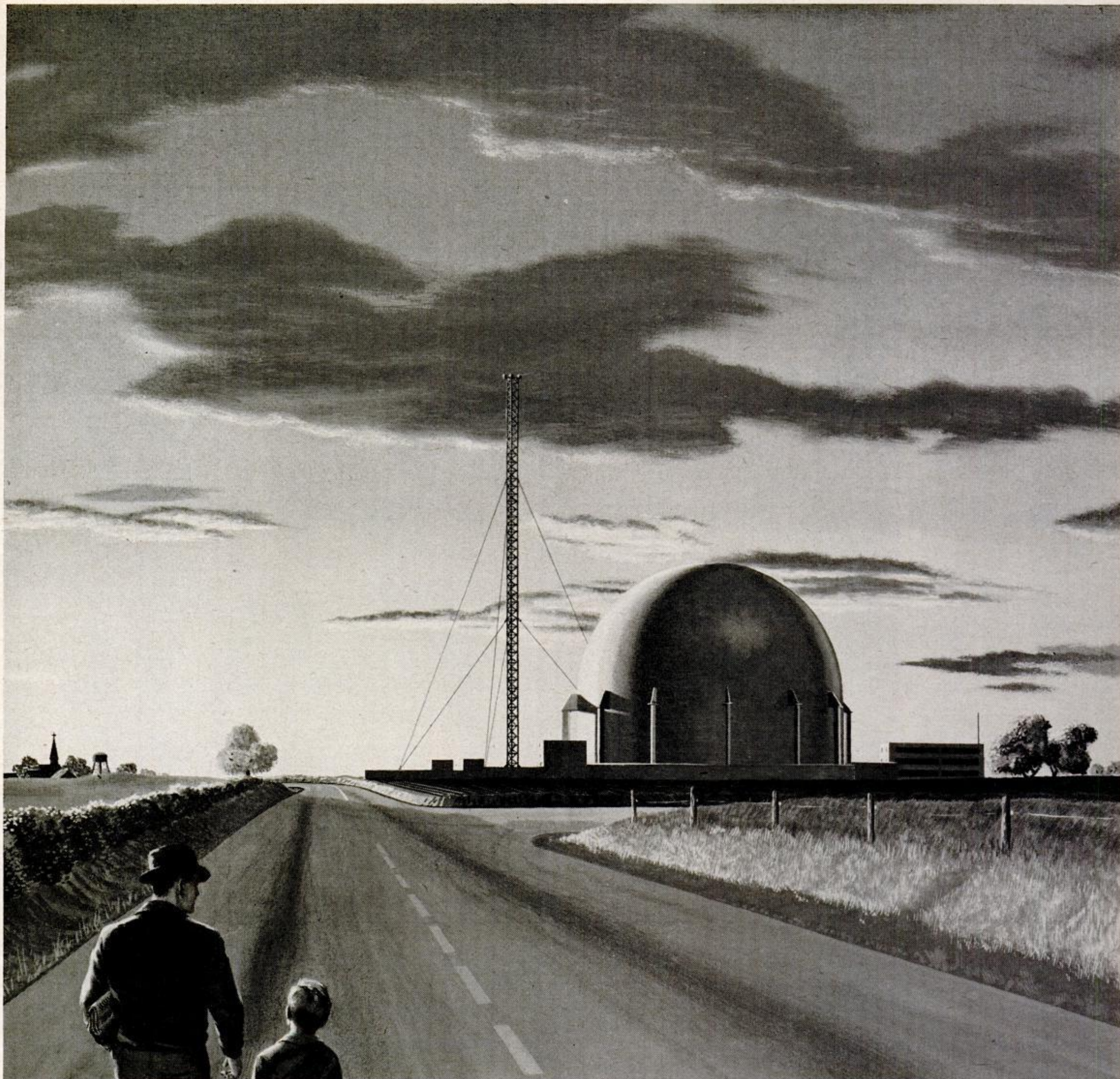
For drinking, cooking, baking



**SAVES
1/2 ON
MILK
BILLS!**

IN CONVENIENT 3-QT. AND ECONOMICAL 8-QT. SIZES





How the atom is putting new shapes on the horizon

In a few years, shapes like these on the horizon may well be trademarks of the atomic age. Trademarks of the atom at peaceful work—producing electricity for the nation's homes, farms, factories and businesses.

Already, America's independent electric companies are participating in building three big

commercial atomic-electric power plants. Four more such plants are under way. All told, more than 300 million dollars from the electric companies will be involved, and hundreds of electric company engineers and scientists are pressing research into all aspects of this vast new field.

There is much still to be learned about making the atom work efficiently and economically for you. And the experience, ingenuity and inven-

tiveness of the independent electric companies are at work with other industries and with the Atomic Energy Commission to find the answers.

America's electric light and power companies have brought electricity to almost every corner of the U. S. in the span of a single lifetime. You can be sure they will help develop the atom's promise so that this nation will continue to have the best and the most electric service in the world.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine



So luxurious, so practical. Choose this Bigelow broadloom from 9 superb colors

Don't wait! Own it now . . . Enough Bigelow Siboney Royale carpeting for one large room . . .

only \$270 a week.*

The graceful, deep-sculptured plume design is elegant—yet notice how restrained. Bigelow Siboney Royale is in such good taste!

And how you'll bless the comfort and quiet this broadloom gives your home. Its deep, dense pile, its soft, muted colors make a room a joy to be in.

This beautiful, easy-to-care-for Bigelow carpet is so practical, too. It's woven with an abundance of 100% virgin wool yarns. And it's a Lokweave® which means that it can be cut and joined without sewn seams. The edges need no binding.

Yes, home means more with carpet on the floor . . . especially if it's a Bigelow. So buy yours the easy Bigelow way. Enjoy it as you pay for it.

*Easy monthly payments! Your Bigelow retailer will arrange low monthly terms, often without down payment. When you pay by the month, enough Siboney Royale broadloom to cover one large room, wall-to-wall, costs only about \$2.70 a week. Room-size Siboney Royale rugs, and other beautiful Bigelow carpets may also be bought on easy terms.



Bigelow
Number 1 name in Carpets



The Bigelow Sample-Bar makes shopping for carpets so easy. It puts Bigelow's wide array of colors, styles and prices up in front of you where you can examine and compare them quickly and effortlessly.

CAMERA KICKOFF FOR ART

William Brown uses sports photographs as inspiration for his strenuous paintings of football



MATCH-UP of photograph (above) with painting (below) shows how Brown omits details to emphasize Stanford surge over Washington line in 1916.

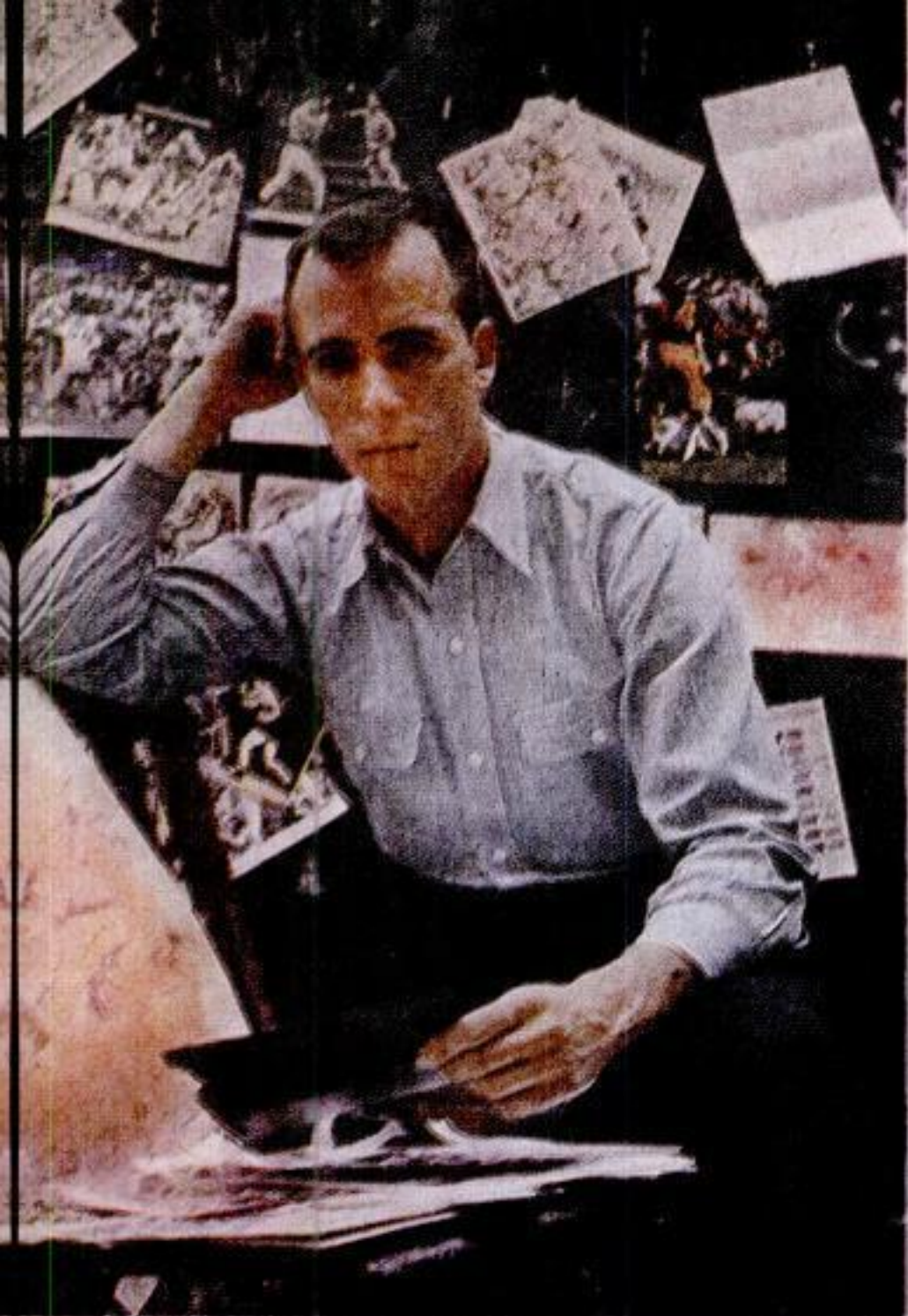
For a person who hardly ever goes to see a game, William Brown of Berkeley, Calif. displays an unexpected passion for football. He pores over sports pages of newspapers and magazines, clips football photographs from them and spends hours studying the pictures. From them he develops his football paintings which, though recognizably related to individual photographs, are far from photographic. Rather, as can be seen in the paintings reproduced here with the photographs that inspired them, they are untailored, expressionistic interpretations.

Unconcerned with the tactics of a game, the appearance of the college uniforms or

the specific details of a play, Brown uses the photographs as basis for compositions in which he dramatizes the chaotic heaps of players, the bizarre patterns of colors, the brute clash of bodies.

Born in Moline, Ill. 37 years ago, Brown started out to be a musician at Yale, later switched to painting musicians. Five years ago, inspired by the sports photos, he began painting everything from boxing to lacrosse. Although he surrounds himself with sports clippings and sometimes wears track shoes in his studio, Brown's athletics are confined almost entirely to thumbing through old sports periodicals and wielding his brushes.





IN HIS STUDIO BROWN CULLS RECENT CLIPPINGS



PILE-UP of players (*right*) in the 1953 game between Texas and Baylor is transformed into massive heap of jumbled bodies in Brown's painting (*above*).



LUNGE by a San Francisco tackler in 1941 (*left*) is made focus of painting (*below*) by silhouetting his body against blackness of Mississippi State team.





Brownie Ice Cream Sandwiches! There never was such a dessert! Bake cake-like brownies; split. Fill with ice cream and top off with a super sauce made from Betty Crocker Chocolate Fudge Frosting Mix!



Betty Crocker of General Mills

"New ideas! Quick ideas!"

You make them all with

Betty Crocker Brownies!

...they're guaranteed to come out perfect* every time!"



* PERFECT!

Yes, all our Betty Crocker Mixes—Cake, Frosting, Brownies, Date Bars, Pie Crust, Answer Cake—are guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.

Birthday Brownies! Make a little heart happy! Bake up Betty Crocker Brownies—according to the "cake-like" recipe on package. Frost—add a candle in a round candy!



Party Brownies! Quick! Easy! Festive! Bake up several pans of brownies. Frost some with Angel Fluff Frosting, others with Chocolate Fudge Frosting. Coconut's for extra fun!



Peanut-Man Brownies! Two favorite flavors! Bake up Betty Crocker Brownies—rich 'n' fudgy! Frost them with our new Peanut Creme Frosting Mix. Peanut halves make a man.



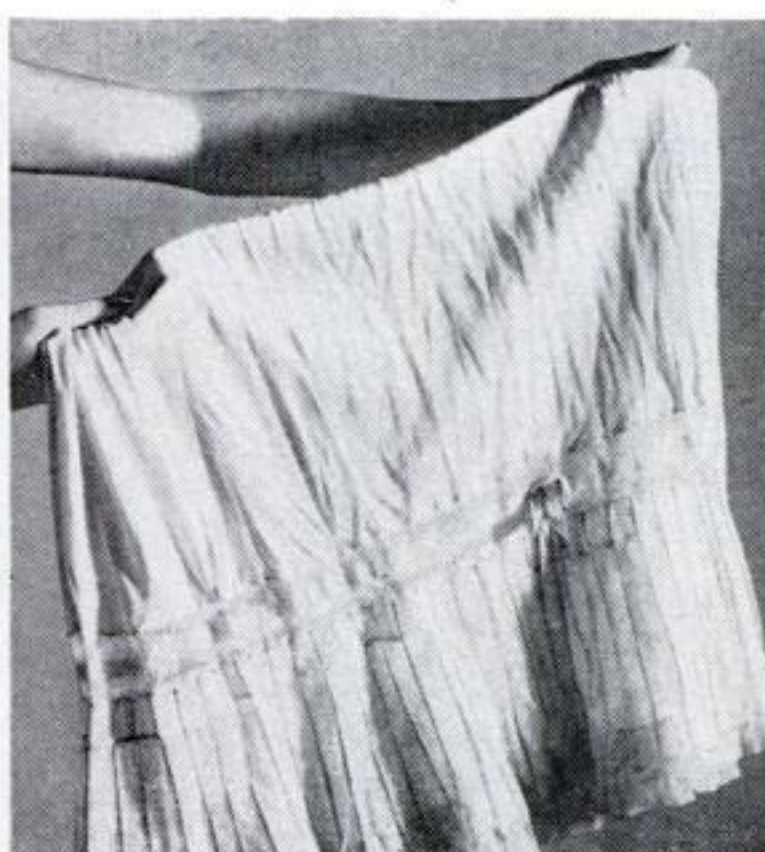
Wash these problems right out of your life!

(and with new pushbutton ease)



"WHIPPED WASH"

Some automatics knot and tangle your wash. Not Maytag. Regular or slow speed saves strain on sleeves, straps.



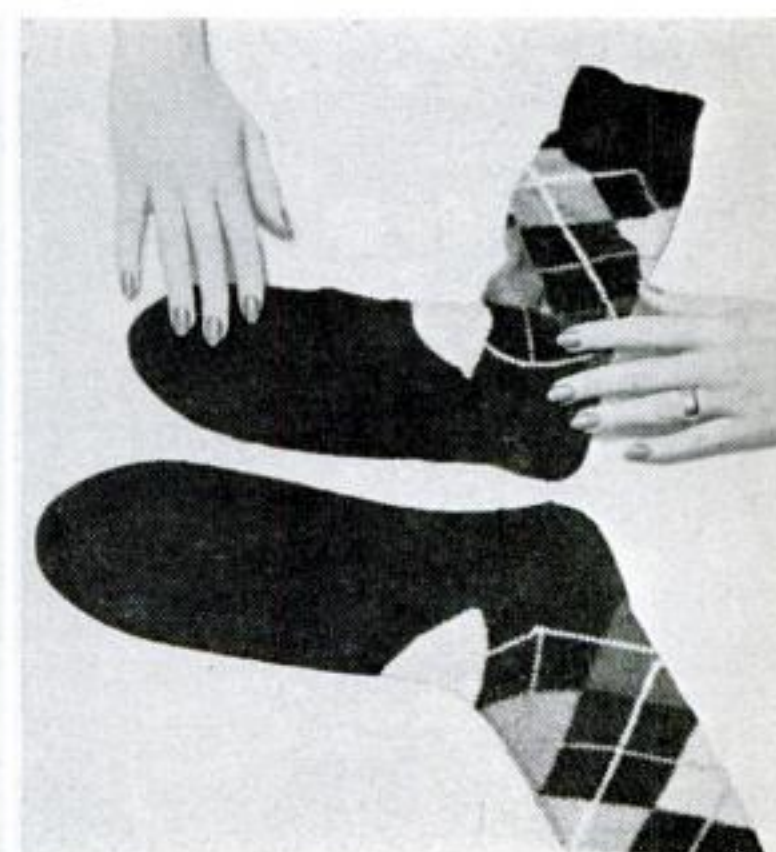
CREASED NYLON

Caused by too-hot water, fast spin. Wash nylon wrinkle-free in warm or cold water at slow speed in the new Maytag.



SPLIT SEAMS

Often caused by the strain of whipped and beaten wash. New Maytag's gentle action for delicate things prevents this.



SHRINKING WOOLLENS

Dad's socks now Junior's size? Not with Maytag's cold water wash and rinse. Socks, sweaters, skirts stay their size!

New *All-Fabric* Maytag with 2 speeds and 3 water temperatures removes the beat and the heat that cause these problems

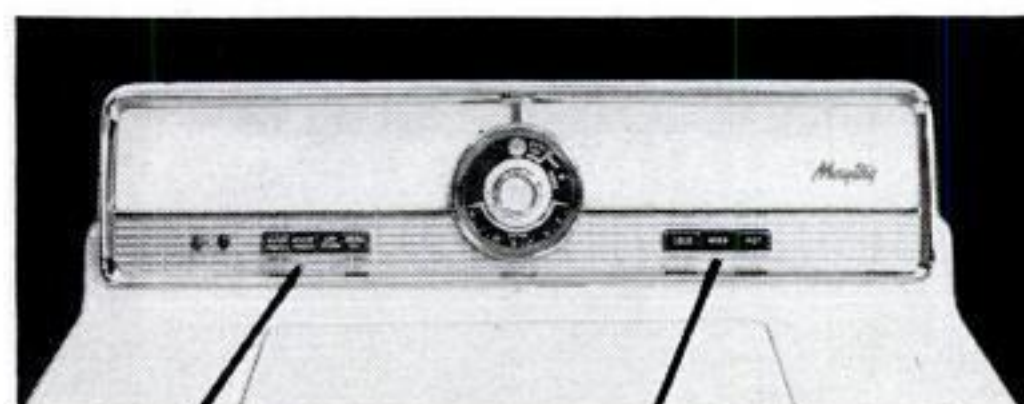
Haven't you wished for an automatic that gives everything you wash the same gentle care your own hands do?

Now, there is. The new Maytag *All-Fabric* Automatic is almost *human* in the way it adjusts to the job. You just push buttons.

It controls the amount of water, the temperature (from hot to cold), and gives you a choice of washing speeds. Handles delicate things gently, yet gets heavy wash Maytag-clean (which, as Mother will tell you, is the cleanest there is).

With the new Maytag Automatic, you save as you wash. Over the years, you will get back in savings what you paid. In one year, for instance, you'll save up to 26 boxes of soap powder, up to 2500 gallons of hot water, and, biggest saving of all, your clothes will last longer.

Let your Maytag dealer show you advantages we can't even find room to mention here. *The Maytag Co., Newton, Iowa.*



2-SPEED ACTION

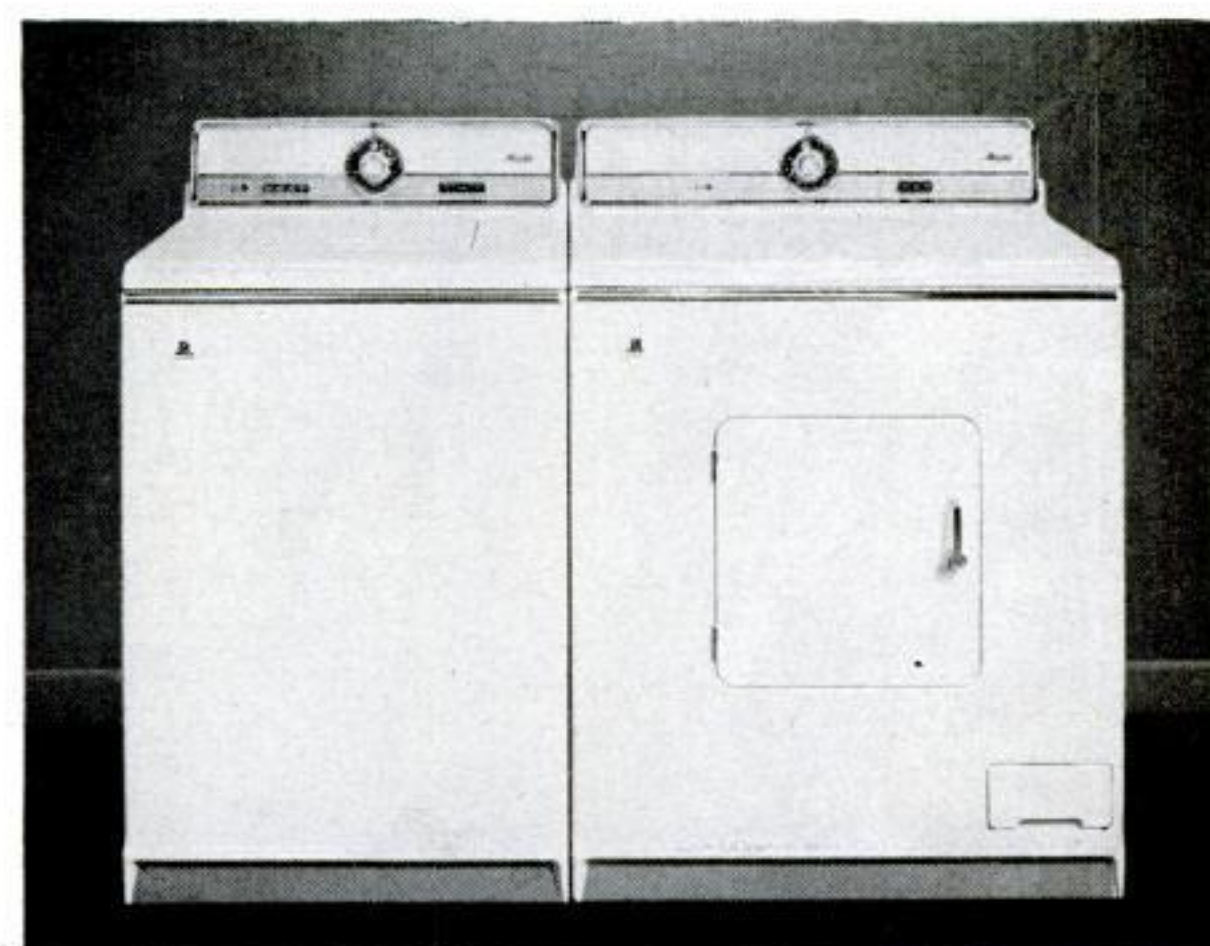
Regular speed for heavy wash. Slow speed safely washes delicate things.

3 WATER TEMPERATURES

"Hot" and "Warm" for regular washes ... "Cold" for heat-sensitive items.

ANY WATER LEVEL

Save up to 9 gallons of hot water on a small load by dialing the water level.



New Maytag All-Fabric Automatic Washer and matching No-Vent Dryer in Pasteltone Pink, Yellow, Green or White. Maytag products are sold in Canada and throughout the world.

ONLY MAYTAG GIVES YOU ALL THESE WORK, TIME AND MONEY-SAVING FEATURES

- Two-Speed Action
- Suds Saver
- Cold Water Wash and Rinse
- Double-Spin Tubs
- Safety Lid
- Automatic Water Level Control

YOURS FOR AS LITTLE AS \$3.50 A WEEK

THE LONG-LIFE **MAYTAG**
AUTOMATIC WASHER



TOY HOUSE TOYS

are Play Tested and Age Grouped



HORSES and DEMOUNTABLE INDIAN RIDERS. Play Tested for pre-school 59¢



JR. MISS HAND MIRROR, COMB and BRUSH SET. Play Tested for school age girls 69¢



MARACAS, WHISTLE BATON and BAND PLAYER'S HAT. Play Tested for school age 49¢



OLD MAID CARD GAME. Play Tested for school age 25¢



SIDE ARM SET. Jewelled. Play Tested for pre-school boys 98¢



ALUMINUM KITCHEN SET. Play Tested for pre-school age girls 49¢



Four 78 RPM CRICKET RECORDS with Needle. 8 recordings. Play Tested for pre-school age 1.00



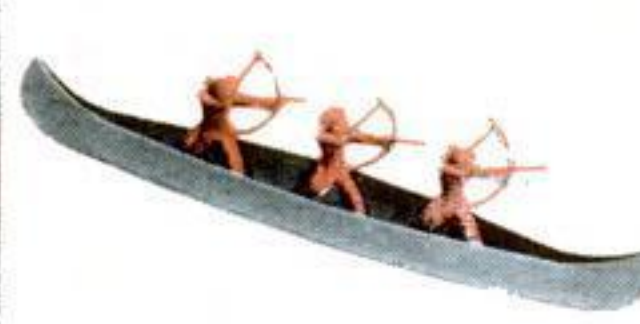
NINE INCH RACER. Play Tested for school age boys 69¢



SET 20 AUTOS, TRUCKS and STREET CARS. Play Tested for pre-school boys 25¢



POWER GUN with Suction Cup Darts and Target. Play Tested for school age 69¢



INDIAN WAR CANOE with 3 Removable Indians. Play Tested for pre-school boys 39¢



CAT and CANARY MUSICAL FLUTE. Play Tested for school age 49¢



ALL VINYL DOLL. Play Tested for pre-school girls 69¢



CLIX BEAD AND CHARM SET. Snap fit. Play Tested for school age girls 98¢

Your child needs ^{good} toys all year 'round

Toys are children's tools of learning... a bridge to the future. And yet, good toys need not be expensive. When you select toys that bear this TOY HOUSE label, you know they are good... safe... right for your child and certain to be enjoyed with lasting play interest. That is because of the unique TOY HOUSE program of Play Testing and Age Grouping popular-priced toys under trained observers.



Shown on this page are just a few of the many approved TOY HOUSE selections. You will find these and hundreds of others in more than 25,000 stores across the nation.

PRICES OF SOME TOYS ILLUSTRATED MAY BE SLIGHTLY HIGHER IN THE FAR WEST.



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20 INCH FREIGHT TRAIN. Play Tested for pre-school age 69¢



ELECTRIC IRON. Warms and lights. Play Tested for pre-school girls 98¢



JEEP with DRIVER. Free Wheeling. Play Tested for pre-school boys 49¢



CHEMISTRY SET. Safe for beginners. Play Tested for school age 59¢



BRIDE DOLL with Saran Hair, Satin Gown. Play Tested for school age girls 98¢



METALLIC BATON. Professional Type. Play Tested for school age 89¢



LARGE SQUEEZE DOLL. Gift Pack. Play Tested for 1 and 2 year age 98¢



TOMAHAWK—Feather Trimmed. Safe, leather blade. Play Tested for pre-school boys 39¢



GINA PAPER DOLL with life like hair and BOOK OF COSTUMES. Play Tested for school age girls 69¢



VINYL PINK LAMB. Play Tested for 1 and 2 year ages 59¢



CANDY LIPSTICK SET. 2 Lipsticks, 2 refills, unbreakable mirror. Play Tested for school age girls 29¢



JET FIGHTER PLANES. Rubber band propelled. Play Tested for school age boys 29¢



HOBBY HORSE. Plastic, padded head. Play Tested for pre-school age 98¢



Junior BASKET BALL. Sturdy. Play Tested for school age 98¢



DIGIT Number game. Play Tested for school age 39¢



TYN-E-TOT WEANING CUP. Tested for infants 59¢



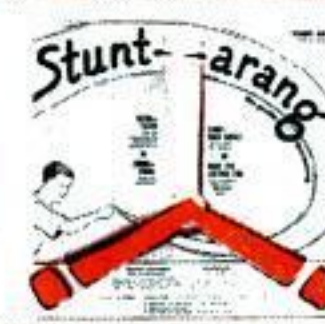
PUZZLE KIT. 5 Puzzles. Play Tested for school age 49¢



MODEL'S BAG with Comb, Mirror, Lipstick Case. Play Tested for pre-school girls 98¢



TWIN HOLSTER SET. Guns click. Play Tested for pre-school boys 59¢



STUNTARANG. Safe Boomerang. Play Tested for school age boys 25¢



YO-YO. Tournament Model. Hard Maple. Play Tested for school age 39¢

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*"I'll take the Sportsman type...
any time!"*



Man's idea: rugged after shave lotion, with just enough sting to make you shiver
...a little. 150 proof, made to use every day...or as often as you shave. \$1. plus tax.

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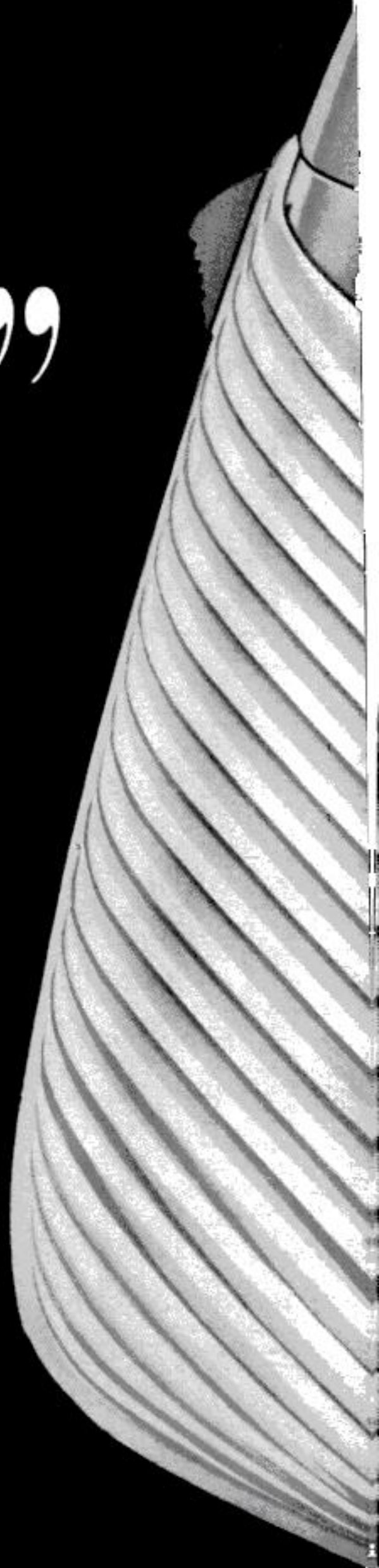


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The All New RONSON "66"

with "Super Trim"

*The thinnest shaving head of all
for the cleanest, closest shaves of all
... even in the collar zone!*

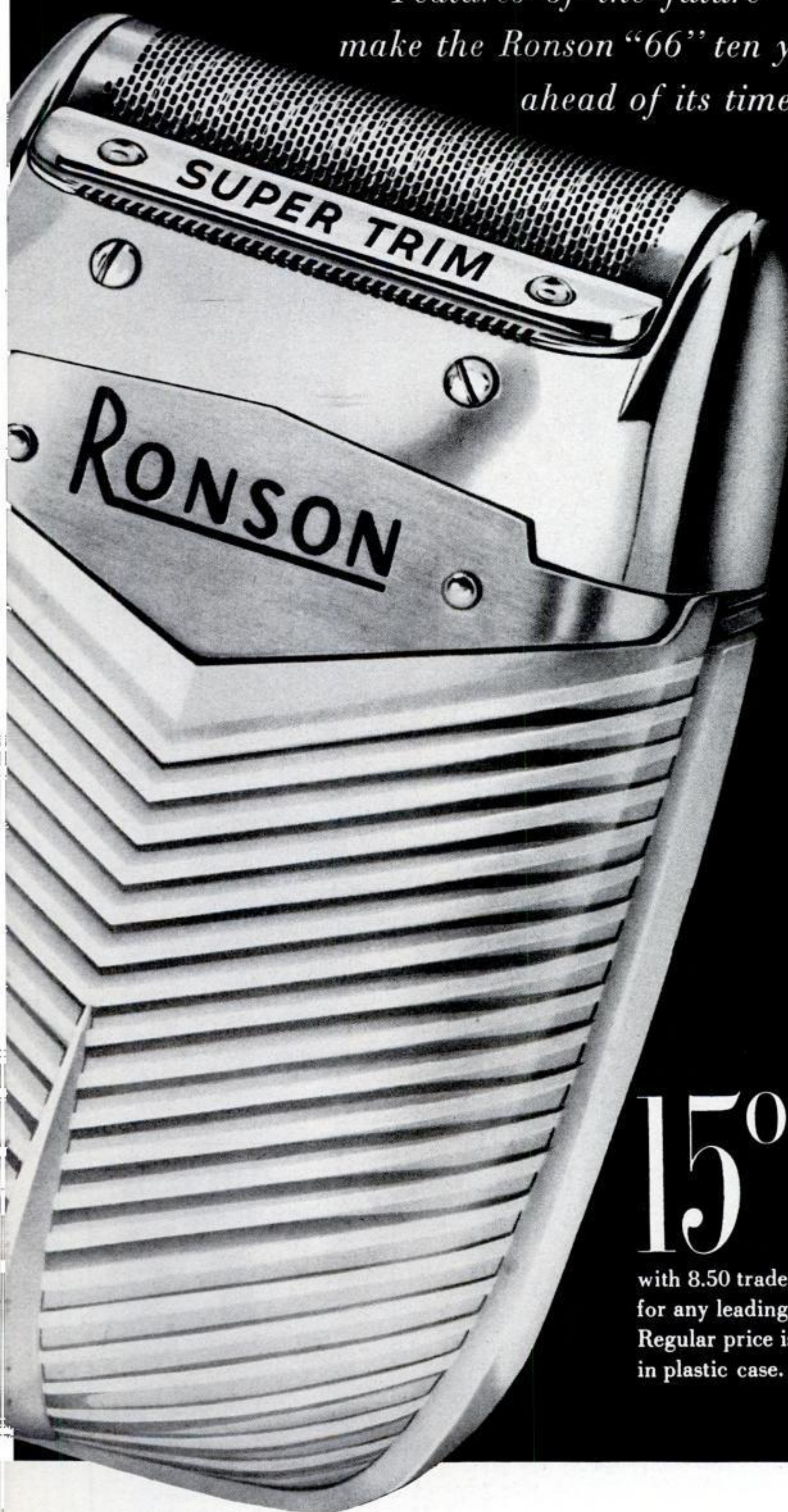


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maker of the world's greatest pocket and

that does the whole job!!!

*Features-of-the-future
make the Ronson "66" ten years
ahead of its time!*



15⁰⁰

with 8.50 trade in
for any leading shaver.
Regular price is 23.50
in plastic case.

New! Micro-thin shaving head

Made of toughest tempered steel, yet thinner than this page! The thinner the head, the closer the blades can come to your skin—and Ronson has the thinnest head† of all. Each opening is scientifically shaped for easy whisker entry to give cleaner, faster shaves.



New! "Super Trim"

A separate set of precision cutters, Super Trim mows down the long whiskers that other shavers can't get. It trims mustaches, sideburns, neck hairs, even in the collar zone—teams up with Ronson's thinnest shaving head to make the all new Ronson "66" the first shaver that does the whole job!



New! Power cleaning

The Ronson "66" cleans itself in a split second! Just remove the shaver head, click on the switch and it's clean! The super-powered Ronson "66" Shaver is quiet, doesn't interfere with radio or TV reception. It's self-sharpening, never slows down...even when the whiskers are thick.



*Test the shaver...test the shave.
Try the new Ronson "66"
in your own home for 21 days* free!*

*Available at most dealers.

Tune in
"PLAYHOUSE 90"
CBS-TV
Thursday nights.

table lighters and greatest electric shavers

†American Standards Testing Bureau, Inc. proves Ronson head thinnest in active shaving area.

RONSON CORP., NEWARK 2, N. J.; TORONTO, ONT.; LONDON, ENG.

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LETTERS TO THE EDITORS

DIVERS EXPLORE 'DORIA'

Sirs:

Congratulations on an excellent article and beautiful photography ("Divers Explore the Sunken 'Doria,'" LIFE, Sept. 17). I felt I was right there with the divers. Only LIFE would give us coverage like that.

MRS. WILLIAM M. BOGER
Allentown, Pa.

Sirs:

I salute you and author MacLeish. Your presentation of the practical as well as technical aspects of deep water diving marks your article as one of the finest on this subject yet to appear in print. Thanks for presenting the "skin diver" as something more than a crazy, foolhardy individual.

GEORGE E. KRASLE
Vice Chairman
Georgia State Skin Divers Association
Atlanta, Ga.

Sirs:

I am an eighth-grade student who, after reading the article which left me with a weird feeling, thinks land is about the best place to be.

SUSAN NEUMAN
San Antonio, Texas

THOMAS WOLFE

Sirs:

Robert Coughlan's article on Author Tom Wolfe ("Thomas Wolfe's Surge to Greatness," LIFE, Sept. 17) is the finest piece of prose I've ever read.

EARL SMITH
Arlington, Va.

Sirs:

I think Thomas Wolfe's books are filled with malice, hate and bigotry.

In his "autobiography" (*Look Homeward, Angel*) he spares no one. With a brush dipped in venom, he paints his parents, his family, his friends and acquaintances, the townspeople, as degenerates, lunatics, drunkards, prostitutes, criminals, morons, or greedy misers. When there is a rare word of kindness or of understanding, it is quickly canceled by a vicious one.

SAMUEL BURNETT
Los Angeles, Calif.

Sirs:

The picture on page 189 is that of a very wonderful and brilliant woman, but she is not my mother, Margaret Roberts, to whom Thomas Wolfe wrote the lines which appear under the photograph.

The picture is of Mrs. Hortense Roberts Pattison, 81, my late father's sister, who still lives in Asheville. Tom thought much of her. She is the widow of James William Pattison whose paintings, a half-century ago, hung in many famous galleries.

While we are about that business, here are some sidelights on your excellent article.

Tom did not begin to write *Look Homeward, Angel* in London in 1926, as you said, but in New York and Asheville in the spring and summer of 1925, although he himself stated the error in *The Story of a Novel*.

He visited Asheville in the summer of 1925 and had with him some roughly written but complete sections. He was hesitant and secretive about them, but would sometimes come by my office at *The Asheville Citizen* in the small hours of the morning to discuss them.

After one of these pre-dawn sessions, standing in the town square which he

made famous, amid the fresh smells of the mountain dawn which he loved, he thought out loud, stammering over a sudden realization. He turned to me and said—"If it's published, I'll never be able to come home again."



MRS. ROBERTS

The way my father "discovered" Tom was this. As the harried principal of an understaffed school, father took home some compositions for mother's help in grading. He dumped the papers on a table—all but one.

"First take a look at this one," he said. "This boy, Tom Wolfe, is only 10."

The two young teachers were planning to open their own private school for boys the next fall.

Mother (*above*) read, and said, "I don't care who this boy is, we've got to have him in our school."

It had worked just as my father had expected.

J. M. ROBERTS
Kew Gardens, N.Y.

VOICES OF WHITE SOUTH

Sirs:

After having read the story of Greenville ("The Voices of the White South," LIFE, Sept. 17), I feel that it is a very fair story. I have heard numerous citizens make similar comments.

J. KENNETH CASS
Mayor
Greenville, S.C.

Sirs:

I will admit that I had some slight misgivings before I saw the article in which my nephew, Jimmy Polhill, had a part, but perhaps that only proves me a true Southerner with an eternal chip on my shoulder. We were handled very gently and I am grateful to all of you who tried so sincerely to present the southern viewpoint without prejudice. We are faced with a problem that has no immediate solution, and we need the prayers, not the condemnation, of all thoughtful people.

VIRGINIA POLHILL PRICE
Publisher
The News and Farmer
Louisville, Ga.

Sirs:

We thought the pictures of our family were beautiful and the treatment of our viewpoint on segregation quite correct. However, we would like to point out that although some distant members of our family spell their name "McCamy," which is how it appeared in your magazine, we have always spelled it "McKamy."

MR. and MRS. WILLIAM C. MCKAMY
Chatham, Miss.

Sirs:

I am a white Southerner. I trace my pure southern ancestry back to 1688, when my forebears settled North Carolina. My grandfathers were in the Confederate Army and were later members of the original Ku Klux Klan, organized at Pulaski, Tenn.

I feel that you are trying to present the segregation problem in an unbiased and factual manner. I heartily disagree with the opinions of Walter Templin and Sharecropper Marshall Joyner.

Mr. Templin says that the Negro is "uncivilized." I have met quite a few uncivilized whites in my time! He also says that "a Negro is not equal to a white man." That depends on which

Negro and which white man are selected for comparison.

Mr. Joyner will not allow his daughter to play with a neighboring colored child for fear of losing "self-respect." I was born and raised in the South and I played with little Negroes, and we were not "poor class whites"!

I agree with Mr. McKamy that, as a race, the Negro is probably not ready for complete integration, and I am sure that some of them do not want it. However, I certainly feel that it should be offered to them.

FRANCES L. HARRIS
Fayetteville, Pa.

Sirs:

No matter how far we of the South are willing to go in "letting down the bars" of segregation, all of us with children in our families dread the very real possibility of a teen-age boy or girl of ours becoming infatuated with a mulatto or colored schoolmate. This possibility forces us to follow our leaders in any policy they name to keep segregation. You have only to check the Negro magazines and newspapers to find the basis of our fears. There are always several of them with pictures of a white and colored man and woman together in a friendly or romantic pose. To us, this keeps before us the fact that the Negro does desire and hope for intermarriage of the races.

MRS. N. E. CERULLI
Atlanta, Ga.

Sirs:

Most Negroes are so proud of their race that they would never think of interracial marriages with the white race.

We only want equal rights, not amalgamation of the races.

ELIZABETH SIMPSON
West Olive, Mich.

BATTLE FOR INTEGRATION

Sirs:

I was horrified and disgusted at the look of absolute hate and evil reflected in the faces of the people you photographed ("The Halting and Fitful Battle for Integration," LIFE, Sept. 17) in Clinton, Tenn.

ELAINE MURRAY STONE
Eau Gallie, Fla.

TREE AT HOME

Sirs:

Your German house tree ("Family Tree at Home," LIFE, Sept. 17) is not new. There was a willow house tree

CONTINUED

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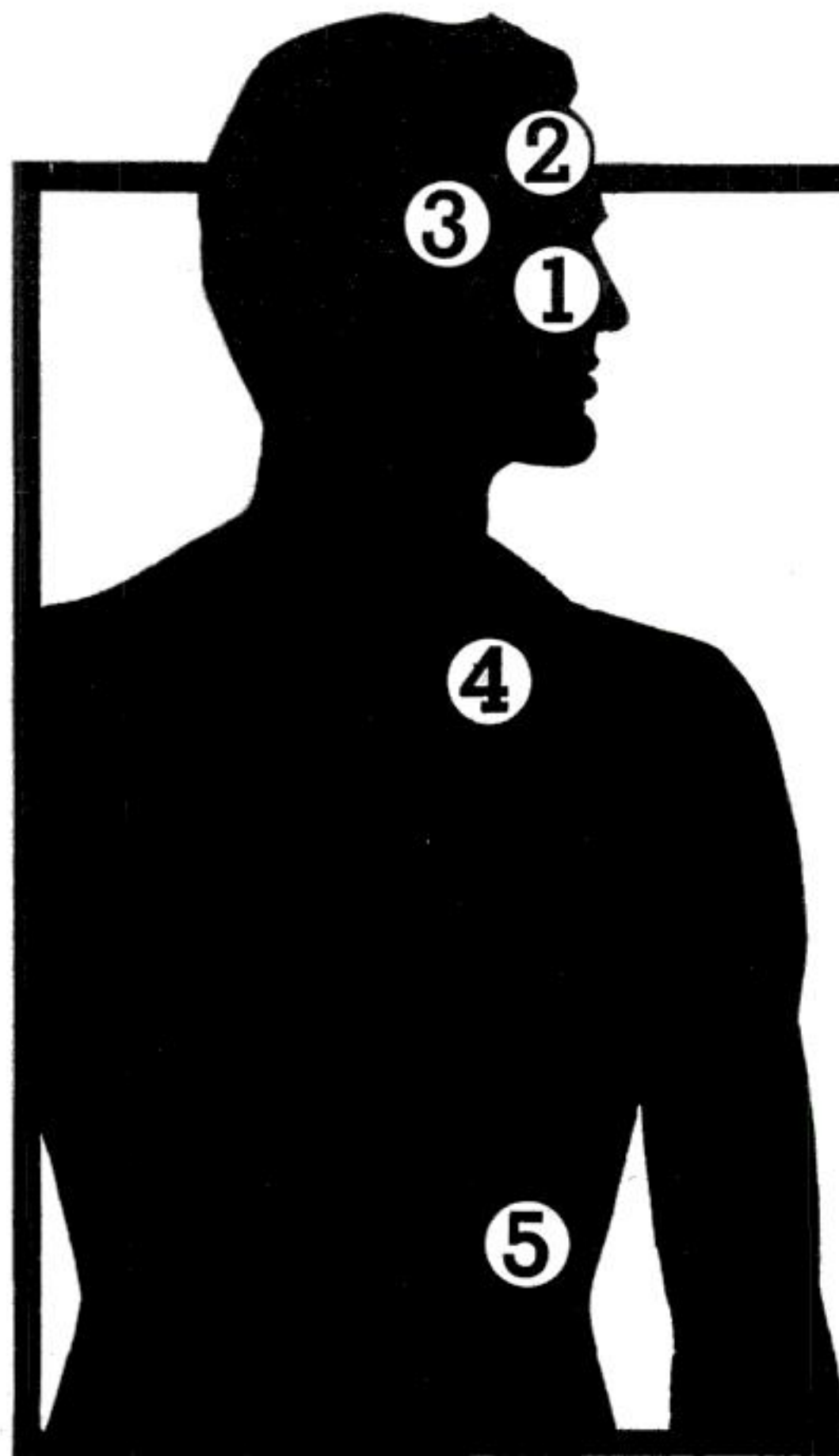
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new Bromo Quinine cold tablets
go to work in minutes to relieve all these symptoms:

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Hyoscyamus and Belladonna reduce nasal secretions and let you breathe more easily.
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Gentle, effective Phenolphthalein helps bring your system back to normal.

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Now, new Bromo Quinine, with this exclusive new medicinal formula, not only *guarantees more complete relief*, it actually helps strengthen your body's natural defenses and builds up your resistance to colds—as well as the more serious ailments that often follow a cold.


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When you've got a cold—get a real cold tablet! 

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Perfect pictures from the beginning! The electric eye does all the work, and it *never guesses, never forgets, never makes a mistake!* Ask your Bell & Howell dealer for a demonstration of the 200-EE. For free illustrated booklet, write Bell & Howell, Dept. L-17, Chicago 45.

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LETTERS TO THE EDITORS CONTINUED

in Architect Frank Lloyd Wright's original home in Oak Park, Ill. It stood in the hall between the kitchen and living room.

ROGER B. BUETTELL
Ellsworth Falls, Maine



WRIGHT'S PORCH TREE

• Wright still lets trees into his houses. In his present home in Wisconsin (*above*) a tree grows up through the porch.—ED.

EDITORIAL

Sirs:

In your editorial, "Talk Sense? Let's Start. Adlai" (LIFE, Sept. 17), you describe the so-called "era of good feelings" that has settled on the independents and moderates who supported Eisenhower in '52. It has failed to settle on me. I voted for Ike because I believed in what he said and what he promised to do. It is quite evident that in three and a half years he has proven himself to be one of the most consistent engagers in "pettifogging" in the history of American politics.

Change one '52 independent Ike voter to one '56 independent Adlai voter.

T. J. GRAVES
St. Louis, Mo.

Sirs:

I think your editorial gave the best analysis of Mr. Stevenson that I have seen recorded.

W. H. PONTON
San Francisco, Calif.

Sirs:

In your editorial you were critical of Governor Stevenson's call to end the draft at the earliest possible moment.

In my opinion, Adlai Stevenson displayed real courage and conviction in his address before the American Legion. Is it politically expedient to propose an end to the draft before the leading proponents of universal military training?

MARGARET CASANOVA
Hamden, Conn.

Sirs:

You touched upon Stevenson's general remarks about government spending and about restoring farm income.

The other day Mr. Stevenson spoke out for fixed 90% parity payments to farmers and accused President Eisenhower of turning his back on the "family" (or small) farmer.

By population, the great majority of farmers in this country are small farmers. I am one.

Actually it is not the high price of grain resulting from price supports that hurts the farmer who has to buy

it. The evil comes when the stage is set for any imbalances of the fearfully delicate machinery of marketing. Something in the neighborhood of a minuscule 3% shortage of prime and choice cattle has sent the market skyrocketing to a record 32¢ a pound in Chicago.

More than half of U.S. farm income is from livestock. Price supports, with accompanying acreage allotments, do not reduce production. They only secure profits for farmers large enough to qualify, and these are few in the great agricultural picture.

Wheat, corn, cotton and peanut farmers put livestock on acres retired. I think this is ruinous to the small livestock farmer, for it merely perpetuates the depressed market where he sells.

If the Democrats sincerely believe Mr. Benson wants to ruin farmers with flexible supports, they are giving the lie to any professed concern they might have for the small farmer who cannot join the support program.

EDWARD T. WHITE
Union, W. Va.

WELL-DRESSED IN WEST

Sirs:

I have lived on a ranch all my life and have never before heard of a buckle being used for saddle support ("Well-Dressed in the West," LIFE, Sept. 17).

What do you think would happen to the person with his belt buckle hooked over the horn if the horse fell or started bucking?

GRACE BLAIR
Ekalaka, Mont.

• He would be in trouble—as LIFE is for having said the buckle could be hooked over the saddle horn. It could be but it shouldn't.—ED.

NATIONAL LEAGUE FLAG

Sirs:

If your magazine was bent on making the Braves look small and ludicrous ("National League Flag Goes up for Grabs," LIFE, Sept. 17), you have succeeded very successfully and you should win some kind of an award.

Maybe some of our Milwaukee fans will choke over their "bratwurst and beer" as you so facetiously put it. However, I'm sure it won't be over a game loss or two, but more likely over articles of the kind you have just published.

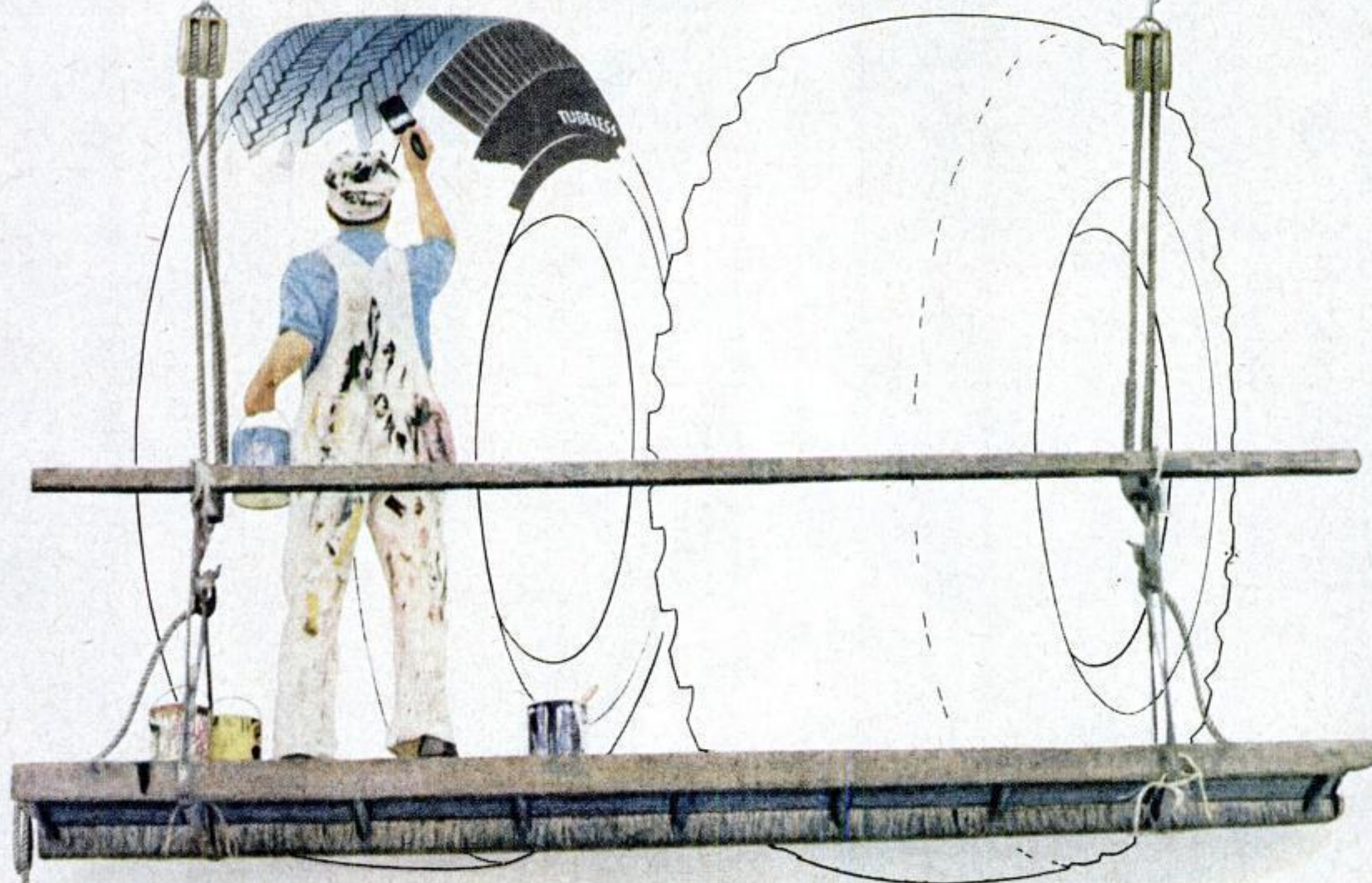
LARRY R. DORST
Milwaukee, Wis.

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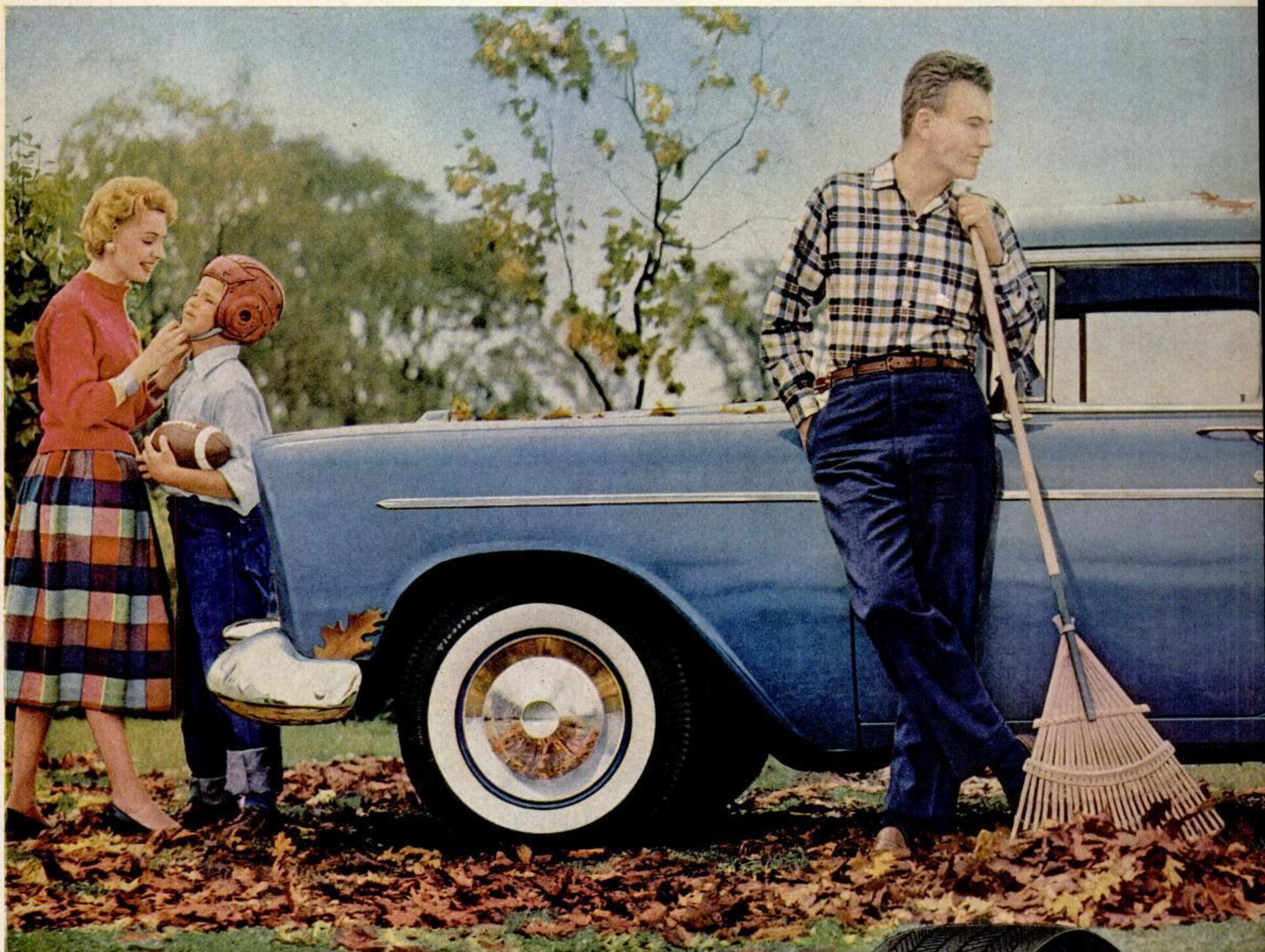


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The new De Luxe Champion is a huskier tire with more quality rubber in its make-up. A wider tread puts increased tread area on the road for even wear, better traction and more luxurious ride. Its Silent-Ride, Safety-Grip design puts more non-skid edges on the road than any tire in its class.

Have your present car equipped with extra-mileage Firestone De Luxe Champion Tires, tubeless or for use with tube, at your nearby Firestone dealer or store. And be sure your next car is equipped with Firestone De Luxe Champion Tires, too!





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triple-action traction!

Just in time for the winter driving ahead, Firestone introduces the new, improved Town & Country winter tire with exclusive Triple-Action Traction!

Firestone's new Triple-Action Traction tread gives you (1) sharp-angled cleats and thousands of built-in skid resisters for greatest protection against skidding, (2) deep-biting traction bars for terrific pulling power, (3) self-cleaning action that prevents traction loss due to snow or mud packing up in the tread.

In many localities roads and streets are dry most of the winter . . . and this tire is specially designed to give long wear on dry highways. And here's good news—it is smooth-riding, whine-free and hum-free. Available now with nylon or rayon cord bodies, black or white sidewalls, tubeless or for use with tube. Have them mounted when you winterize your car at any Firestone dealer or store. Don't wait till the weather breaks—you can have them *now* on convenient payment terms and enjoy *built-in peace of mind!*



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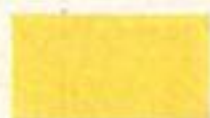
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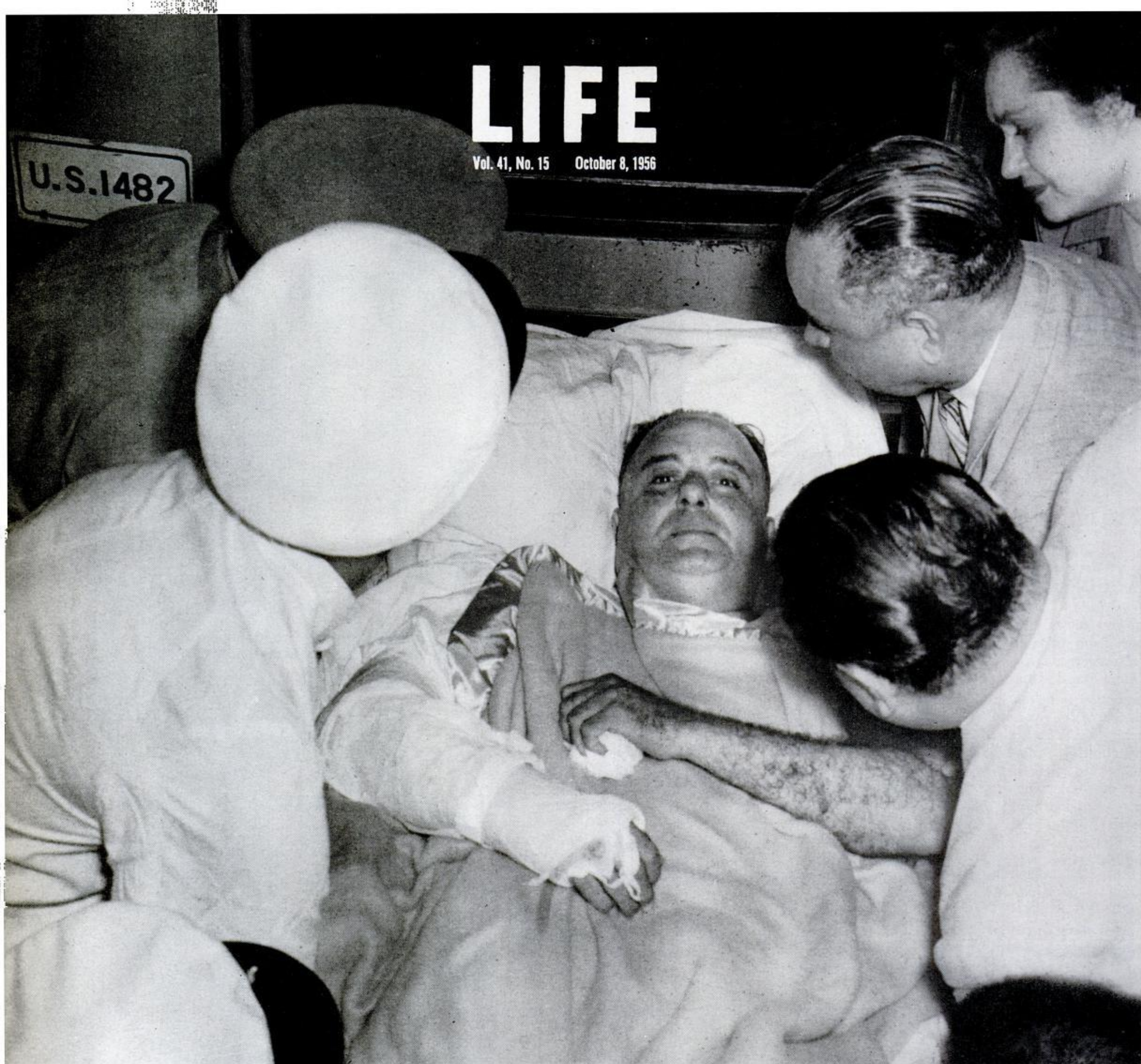


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CRITICALLY WOUNDED, NICARAGUAN DICTATOR SOMOZA IS MOVED FROM USAF PLANE TO AMBULANCE EN ROUTE TO U.S. HOSPITAL IN PANAMA, WHERE HE DIED

ASSASSIN'S BULLETS CUT DOWN TOUGH TACHO SOMOZA A DICTATOR DIES, SONS CARRY ON

Anastasio ("Tacho") Somoza, the fun-loving dictator of Nicaragua, was celebrating his renomination and certain election to the presidency in characteristic style—he was dancing a rollicking cha-cha-cha at a provincial fiesta. Suddenly four .38-caliber slugs from the gun of an obscure youth named Rigoberto Lopez cut Somoza down. In ambulance (*above*) and hospital tough old Tacho battled death for eight days. The U.S. flew him to its hospital in Panama and President Eisenhower sent a medical team in an attempt to save Somoza's life. But

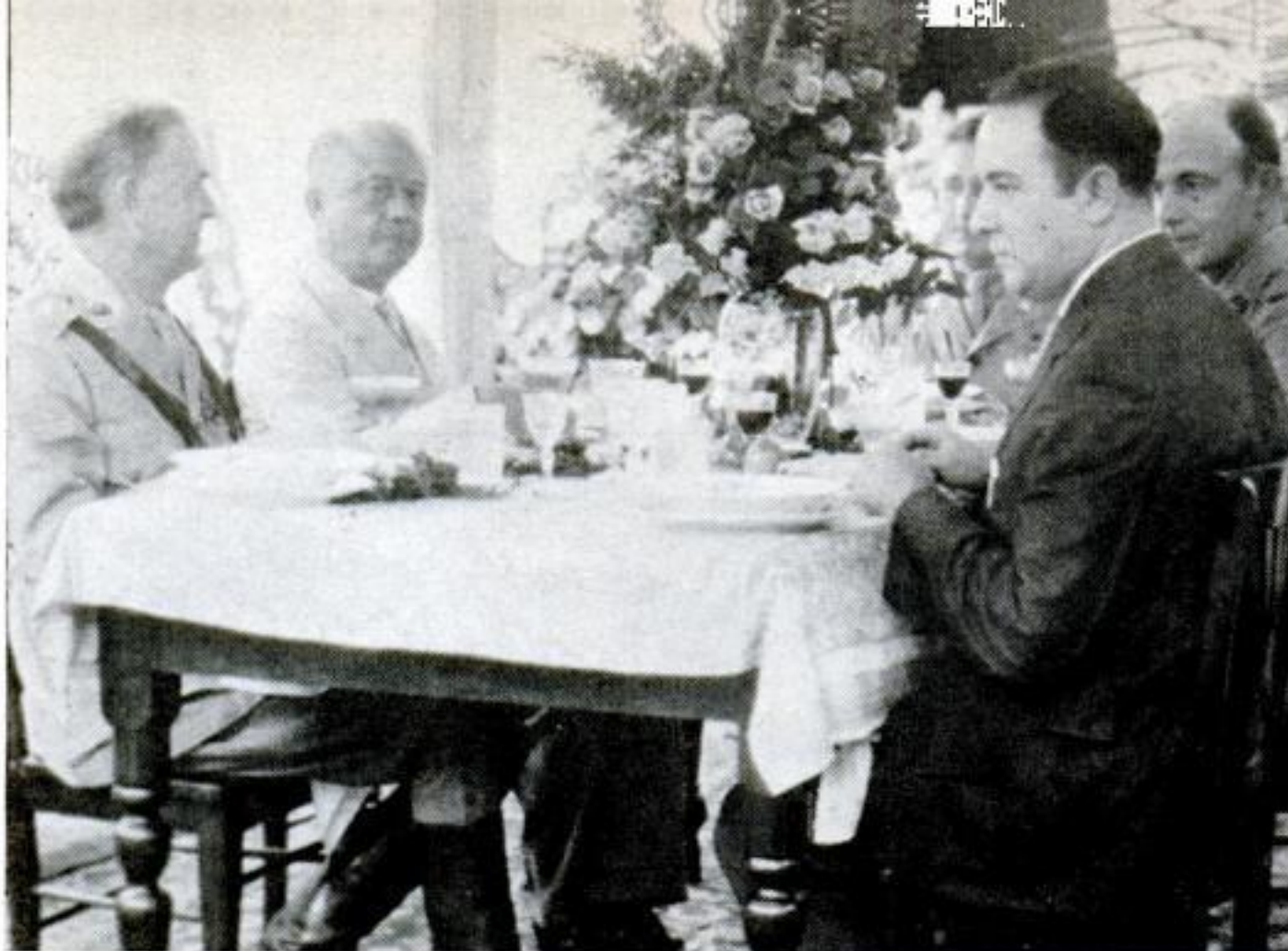
he died, and a roistering era died with him.

As a dictator Tacho was as efficient as they come. But in person he was a jovial swash-buckler. His sheer sociability started him on his fabulous rise (*pp.* 32, 33). He remembered favors: the U.S. helped him climb, and he remained its staunchest Latin friend. He was disarmingly frank about his fantastic exploitation of Nicaragua, which gave him an income of over \$1 million a year. "You'd do the same thing yourself if you were in my place," he said. Tacho's humor pervaded even his police

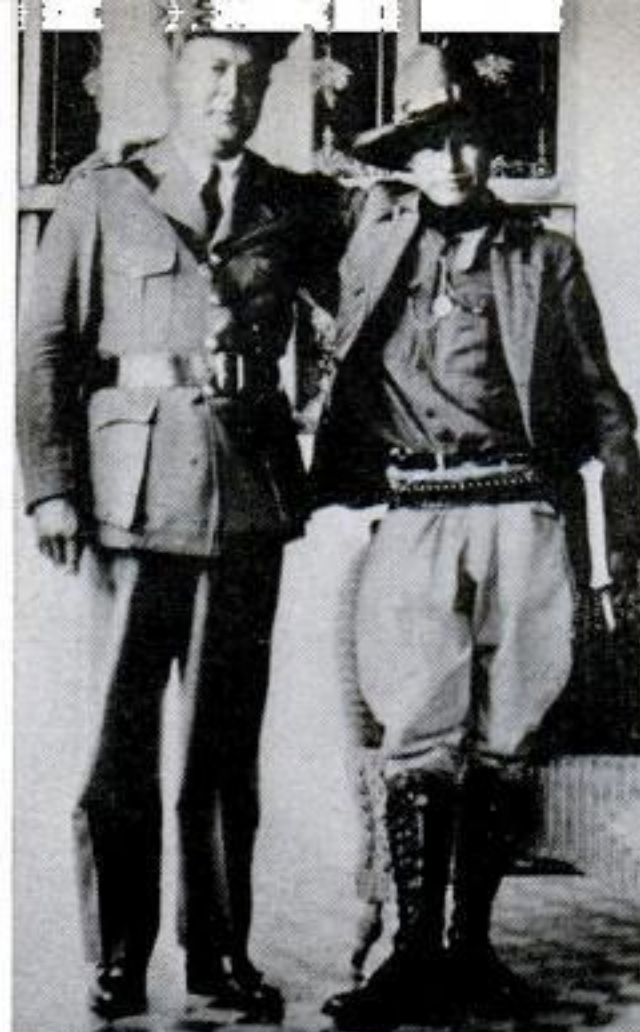
methods. To a Nicaraguan who had complained about being held in house arrest, Tacho explained, "I did it to please your wife. She told me she couldn't keep you home nights."

If the assassin thought that he was obliterating the Somoza influence he was mistaken. The sons took over—one of them was made the acting president nine hours before Tacho died and a wave of arrests was quickly set in motion. But the sons had colorless and calculating personalities. Without Tacho's flash and dash, things would not be quite the same.





FIRST BREAK for Tacho (*right, front*) came at 32, with job as English interpreter for Nicaraguan President-Elect Moncado (*left, rear*), who here entertains U.S. Marine Corps Brigadier General Feland at 1928 Thanksgiving dinner. Somoza endeared himself to the Marines by getting them Nicaraguan "Medals of Merit."



LAST OBSTACLE to Tacho's power was anti-U.S. guerrilla, General Sandino, with whom Tacho met shortly before he had him shot dead in 1934.



DARING PROTEST by Nicaraguans came in 1948 poster on anniversary of Sandino murder. It attacks Tacho's wealth (*left*) and oppression (*right*).

A ROUGH LIFE, ITS RICH REWARDS AND ITS END AT A FATAL TABLE

Two things started Somoza off: instincts inherited from his great-uncle, a famous Nicaraguan bandit and boudoir hero, and highly colloquial English acquired at business school in Philadelphia. As a high-level government fixer, he became the favorite riding, shooting and drinking companion of the U.S. Marines when they were in Nicaragua from 1927 to 1933 to keep the Central American peace. When the Marines withdrew they left Tacho in command

of the Guardia Nacional, the police force. From then on he was unstoppable.

At home, Tacho installed puppet presidents at will until he found this too clumsy and took over the job himself. Most of the 1.3 million Nicaraguans remained poor, but he lavishly cut his cronies and relatives in on the rich spoils of his system. After World War II he scrapped lustily with the Guatemalan Communists, whose defeat he furthered and relished

in 1954. Then he got entangled in plot and counterplot with Costa Rican President José Figueres, whom he accused of being a Communist, though he was never able to prove it.

Tacho survived lots of plots and assassination attempts. They helped confirm his reservations about democracy. "Democracy down here," he liked to say, "is like a baby—and nobody gives a baby everything to eat right away. I'm giving 'em liberty, but in my style."



ON THE FATAL SPOT where he was shot, behind a vase of flowers in the Casa del Obrero in Leon, Somoza, with his wife, gets ready to greet guests at party.

GUARDING FATAL SPOT (*rear*), where empty vase still stands on same table, Guardia Nacional sentry keeps watch across Casa del Obrero patio.





PROUD GUEST Tacho rides with Roosevelt in 1939 during the biggest reception Washington had ever given a foreign dignitary. Meeting paved way for U.S. air bases in Nicaragua during World War II.



AMERICANIZED SONS Anastasio Jr. (left), called Tachito, and Luis were cadets at the La Salle Military Academy on Long Island. Tachito went on to West Point, Luis to the University of California.



SHOWING HIS NERVE, Somoza plays with a black leopard in his zoo at height of feud with Costa Rican President Figueres (LIFE, Jan. 24, 1955). Somoza offered to fight Figueres in a duel, was turned down.



RIDDLED ASSASSIN Lopez died quickly in the Casa del Obrero by gunfire from Tacho's bodyguards.



FIRST TO FIRE was Somoza's bodyguard, Lieut. Pedro Gutierrez, who sent shot into Lopez' head.



PRAYERS FOR RECOVERY of Somoza are offered by supporters in Church of Our Lady of Mercies in

Leon. Worshiper (right foreground) weaves during violent sermon blaming Communism for shooting.



Dictator Dies CONTINUED



A CROCODILE TACHO SHOT, THE CUPS THAT HIS HORSES AND CATTLE WON, OCCUPY HIS EMPTY OFFICE

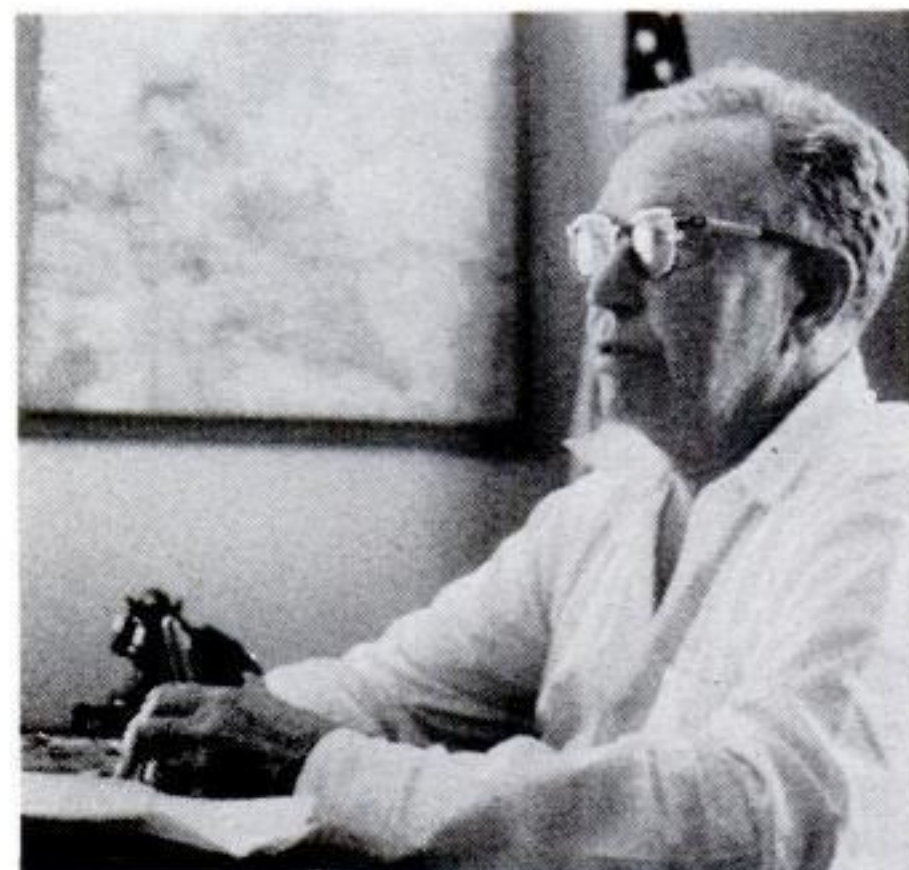


SUCCESSORS TO POWER, Somoza's sons, stand before bust of their father and under his portrait in presidential palace in capital city of Managua.

SEARCH FOR ANSWERS AT END OF A REGIME

Out of respect, Somoza's sons left their father's memento-laden office in the presidential palace untouched (*above*), but they moved swiftly into his job. As Luis, 34, took over the duties of the presidency, Tachito, 32, put the Guardia Nacional to work. It rounded up about 1,000 oppositionists who could conceivably be suspected of a part in the assassination plot or plans for a bigger coup. Though most of them were quickly released after interrogations and lie detector tests, some of which were conducted by Tachito himself, more than 300 hard-core suspects remained in jail. But aside from the identity of the assassin, a would-be poet with psychopathic tendencies and a police record on morals charges, nothing was solidly established.

Studious Luis Somoza is reasonably popular in Nicaragua and, under his father's stubborn prodding, he had acquired a flair for politics. Tachito, while he has some officer enemies in the Guardia Nacional, has inherited the loyalty that the Guardia rank and file gave to his father. The great majority of the Nicaraguan people were much too busy preparing for harvest to have time left over for revolution, and this gave the new Somoza regime a breathing space. But until they had solved the assassination plot the Somoza brothers would be uneasy rulers of their self-confident father's realm.



U.S. AMBASSADOR Thomas Whelan arranged for U.S. medical care before Eisenhower dispatched surgeons from U.S. Whelan is from St. Thomas, N. Dak.



BEFORE LAST RITES are given to Somoza, Father Wye, Gorgas Hospital chaplain, meets Tacho's son-in-law and envoy to U.S. Guillermo Sevilla Sacasa.



← **TACHO'S TOMB** was marked out by him to be under his huge equestrian statue in Managua at end of a fountain basin equipped with colored floodlights.



**CELDAS
PARA G.N**

**RUN-OF-THE-MILL SUSPECTS ARE HERDED
BEHIND WIRE IN PRISON, BUT A LEADER
OF OPPOSITION (RIGHT) GETS OWN CELL**

WHY INDEPENDENTS

The 1952 speeches of Adlai Stevenson were thought worth publishing in book form. His 1956 speeches are not aimed at that market. They are aimed at the votes of the miscellaneous interest groups that make up that motley marvel, the full-strength Democratic party. Farmers and union men, schoolteachers and old folks, pensioners and borrowers, "the little man" and the Negro, draftees' mothers and Harry Byrd—Adlai this year is embracing them all. If he wins, it will not be because he has found one or two good national issues and driven them into the national consciousness. It will be on the coattails of Congressional candidates whose diverse followings with conflicting gripes add up—as the Democratic party so often adds up—to a majority of the American people.

Eisenhower's campaign has yet to achieve even this blurry degree of focus. His speeches have included vigorous answers to Adlai's, but the juicy targets Truman left him in '52 have faded and the record he is running on is too sane and too conservative to make for colorful boasting. The independent voter, therefore, though he may be disillusioned by Adlai's opportunism, may not be correspondingly inspired by Ike's "new Republicanism." He may not hear it articulated in a way that gives him what seem like good voting reasons.

LIFE believes that the best possible voting reasons—indeed the only national reasons—are on Eisenhower's side. We believe that "the new Republicanism" is good for the U.S. and should be continued in office. We believe that it is a modern distillate of the best political ideas in American history. It is also the nearest thing to a coherent political and economic philosophy before the voters this year. Therefore we wholeheartedly recommend the re-election of Eisenhower and Nixon.

To the native land of pragmatism, a land which often considers politics (in the words of Tammany's George Washington Plunkitt) "as much a business as the grocery or the dry goods or the drug business," the presence of a political philosophy may not add much interest to this campaign. The independent voter, however, is supposed to be a reflective sort, able to entertain abstract ideas and to measure claims against basic principles. He at least can compare the philosophical bases of "the new Republicanism" with his own, with traditional American principles, and with the probable challenges they will face during the next four years. It is curious that Adlai, lately the darling of the intellectuals, should have forfeited to Eisenhower the right to claim intellectual coherence for a program. He presumably felt forced to do so on the theory that the egghead vote isn't worth much. Whatever it's worth, it is the Republicans, not the Democrats, who are now asking people to think.

In his *Crucial Decade*, a lively review of 1945-55, Historian Eric Goldman recalls the sad pro-Stevenson professor in Utah who, after election day in '52, mourned that "a whole era is ended . . . a whole era of brains and literacy and excited thinking." The wife of a Harrisburg gas station attendant, on the other hand, felt, "It's like America has come home." By 1955, says Goldman, both the grief and the relief of '52 had merged into a "genuinely national mood" which he calls "the Eisenhower equilibrium."

The symptoms of this moderate mood are not only Ike's immense personal popularity but the fact that Americans, by and large, feel better disposed toward each other, less envious and suspicious, than they have since the '20s. The prevailing anxieties of a whole generation—fear of war, of depression, of inflation, even of Communism—are at the lowest temperature in many years. If there is a legitimate new national anxiety, it is that too much peace and prosperity may be

soporific, dulling our estimate of what we should do to help free, pacify or enrich the less fortunate rest of the world. Thus Reinhold Niebuhr accuses Eisenhower of "beguiling" us into complacency, and Stevenson has termed his own message "a summons to a sleeping giant." But until this "summons" becomes an actionable national program (and that is not part of Adlai's '56 strategy) it can scarcely penetrate the "sleep."

Whether the national conscience be thought sleepy or not, the national metabolism certainly isn't. An economy that recently feared overcapacity with 90 million tons of steel is now glad it has 132 million tons, all in use. The housing industry, which considers itself in a money squeeze, is building more than a million new units for the eighth year in a row. "Sick" industries like coal are booming; national consumption records are broken every month; wages, dividends, production, productivity, all up, up, up; average family income (after a still-deep tax bite) at the all-time high of \$5,000 a year. Odd counterpoints of sanity lace the booming statistics: per capita consumption of alcohol and tobacco are down, and so is the incidence of industrial accidents. Down also are the man-days of work lost through strikes. Above all, down is the percentage of total spending accounted for by the federal government. This last fact is the key to the "substantial transformation of our economy" since '53 for which the Eisenhower Administration claimed credit in its last Economic Report.

Is the credit deserved? We had a boom under Truman too; and inflation, which marred that boom, has returned after three years of stable prices to raise doubts about where the Republican boom goes from here. But there is a profound difference between that boom and this—profound because it is a philosophical difference.

The Democratic economic philosophy is either wholly empirical, or else, as articulated by theorists like Leon Keyserling, it accepts a degree of inflation as necessary to full employment and growth. The Republican philosophy, as articulated by Gabriel Hauge, Arthur Burns, Arthur Larson and other Eisenhower intellectuals, considers inflation both a crime and a mistake. The philosophy has not only far more solicitude than the Democratic for the integrity of the dollar, but also a different view of what keeps the private enterprise system going.

This Republican philosophy calls itself conservative. Besides the Administration men named, it has a fresh spokesman in Economist Henry Wallich in the current *Yale Review*. It is, of course, a sophisticated and activist doctrine, accepting federal responsibility for full employment and national standards of welfare; it is far removed from laissez faire. ("To our grandfathers we are all leftists," says Wallich.) But the new conservatism tries to manage the economy through handles that will strengthen rather than weaken its free character.

For the sake of this freedom, the new conservatism is "more tolerant of surface imperfections" than conventional liberalism; it is more concerned to enlarge the pie than to equalize the shares; and it holds an incentive economy to be more efficient and ebullient than a controlled or inflated economy because (in Wallich's words) "there is no greater difference in the world than that between a man who is trying hard and one who is not." The new Republican theory of prosperity is that it depends (in Burns's words) "far more on what people do for themselves than on what the federal government does or can do for them."

Richard Nixon has predicted a four-day week. If you project recent



LEON KEYSERLING, a Truman economic adviser, is still a brain truster to the leading Democrats.



GABRIEL HAUGE, former professor, is Eisenhower's special assistant on economic policy problems.

SHOULD VOTE REPUBLICAN

productivity increases (about 3% a year), and if all the velvet is taken in the form of more leisure rather than more income, a four-day week is perfectly plausible by about 1965. But as Eisenhower said last week, "An administration can, and certainly this one tries to, establish that kind of climate where everybody's efforts can be rewarded to the full. . . . But . . . [the four-day week] is [not] going to come about because I say so." It has to be earned.

This conservative realism accounts for a certain moralizing tone, a Ben Franklin accent, in many of the Administration's economic pronouncements. Burns's last report actually counts the following American characteristics among the assets of the economy: "a strong devotion to family life; a deep-seated, widespread urge to improve one's position, his possessions, and his children's opportunities; a drive to work and to save to these ends; steady working habits; an ambition to excel." Of these, the "mainspring of our economy," steady expansion is the natural result. Republican economic legislation therefore attempts to foster these qualities. It is designed to run, as Hauge puts it, "along the grain of human nature and not against it."

Thus the new Republicanism involves at least a working theory about human nature. It is the same one on which the Founding Fathers, including Thomas Jefferson, erected the Constitution. They held that political power is always dangerous to freedom, but least so when most widely diffused among a sovereign and self-reliant people. It is "by dividing and subdividing," said Jefferson, "by placing under every one what his own eye may superintend, that all will be done for the best." Citizens should act in "person, in affairs within their reach and competence, and in all others by representatives."

The new Republicanism agrees with this, and thereby gets in trouble with people with a limited view of their own "reach and competence." Republican decentralism has required more local initiative of governors, mayors and citizens' groups (as well as business corporations) than all of them want to get up.

This is somewhat true of every Eisenhower policy, from power to health. But has it meant social regression in these fields? The electrical industry has kept well ahead of a demand that has increased 20% in the last three years. The number of people covered by medical insurance has risen steadily to 110 million—through the spread of voluntary plans. Local communities, even without the federal aid that Eisenhower has urged, built 67,000 new school classrooms worth \$2.5 billion last year; not nearly enough, but four times as much as eight years ago, and an all-time record. The Republican-Jefferson doctrine of local responsibility still works. Americans *will* do things for themselves, especially in the right political climate.

This climate, in a democracy, also requires a doctrine of equality. Again following the Founding Fathers, equality of opportunity, not of rewards, is the new Republican doctrine. As Hauge puts it, "every man should have an equal place at the starting line, but . . . it has never been part of the American tradition to assure every man the right of breasting the tape at the same instant." Equality at the starting line is very far from perfected in the U.S. This, not income equalization, is therefore first on the Republican agenda of social justice.

America's most scandalous denial of equal opportunity has been, and still is, the denial of equal schooling and jobs to Negroes. Republican conservatism has fought this discrimination wherever federal contracts and authority reach, from the District of Columbia to the Southwest oil refineries. "No one has done more than the present



ARTHUR LARSON, a former professor of law, is Undersecretary of Labor, a speech writer and author.

Chief Executive in the field of civil rights," said Democratic Congressman Adam Powell of Harlem last year. The only serious frictions in American society today are those stirred up during Eisenhower's term (chiefly, of course, by court decisions) in an overdue attempt at equity for Negroes. If more of this friction is to be expected from Republicans than Democrats, as the platforms and the record indicate, so also is more progress. And until this injustice is alleviated, an independent cannot take less scandalous forms of inequality quite so seriously.

The two other chief focuses of domestic discontent are farm prices and tight money. As with civil rights, the Republican position on them is politically principled, and has the courage of its convictions.

The inherited farm surplus problem is being attacked in the only way that can possibly bring a lasting solution; namely, by reintroducing a measure of free market prices into the farm economy. To see it through to this solution, the President has dared to veto a farm bill (the Democratic "hodgepodge") in an election year and has refused, against manifold pressures, to disown his faithful and hated servant Ezra Benson. The indignation in Eisenhower's Peoria speech last week shows how firmly embedded in conviction is this policy.

Republican convictions now face another test on the integrity of the dollar. Inflation is a problem again; that is why money has been made tight by the Federal Reserve. Unlike Adlai Stevenson, who attacks tight money, the Administration supports the Federal Reserve. This is a politically unorthodox policy in an election year, as was Ike's refusal to sponsor another tax cut. It is economically and morally correct, however, and is the best guarantee that prices will be stabilized. Said Ike, in explaining his tax stand, "There is such a thing as fiscal integrity; I don't care whether it is an individual or a nation."

Thus the new Republicanism is more humanitarian than the old, but it has no less coherence and fiber. A system of free enterprise and free markets, economic morality, maximum self-government and diffusion of power cannot be taken for granted any more than freedom can. It has to be nurtured and exercised, defended and trusted, day in and day out. The Republican Administration gives it this protection and trust.

Is this system still the one Americans prefer? They can best show their preference for it by voting Republican. For if the Democrats win, the course of our economic history will certainly take a different direction, possibly with dangerous consequences.

The Secretary of Labor predicted the other day that "if the wise policies we have followed are continued, 25 years from now we shall have an America in which gross national production is \$1,000,000,000,000 (a trillion) a year, in which over 92 million persons are gainfully employed, where each person is judged on his merits and there is no discrimination." But again, such a future will take a lot of earning. The best thing about a Republican future is not its size but the earning of it. For while the size will prove a blessing to the cause of freedom in any future world crisis, the earning will have kept America and Americans capable of the leadership which freedom requires even more.

The new Republicanism may or may not be in tune with all the different voting blocs of this huge and fast-changing nation. But it is in tune with the principles of government with which the nation's greatness has always been associated. In voting Republican, therefore, the independent this year can express his confidence, not only in Eisenhower, but in freedom, in his country, and in himself.



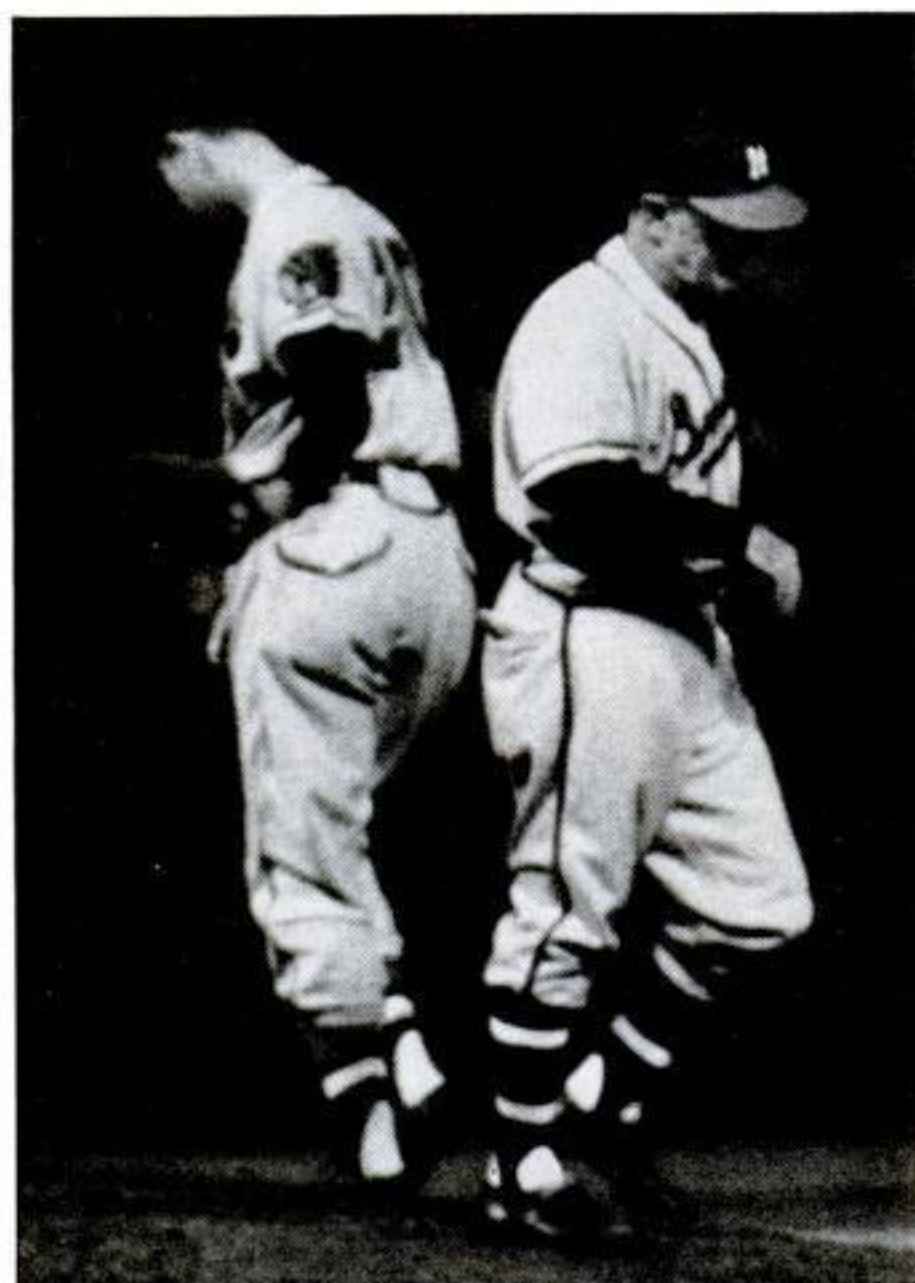
ARTHUR BURNS replaced Keyserling as chairman of Council of Economic Advisers under Eisenhower.



PREOCCUPIED MANAGER, Brooklyn's Walter Alston, contemplates shoe after losing close game.



NO-HIT PARTNERS, Catcher Roy Campanella and Pitcher Sal Maglie, beam after great achievement.



UNHAPPY MANAGER, Fred Haney of Milwaukee (right), leaves after putting in Relief Pitcher Crone.



UPSET DODGER FANS, angered by decision (see right), wave handkerchiefs, so distracting players

that umpires said game would be forfeited to Pirates unless it stopped. At this threat, the fans stopped.

A THRILLING BUT STUMBLING

The pressure in the final National League week produced some miserable baseball, kept the nation in a state of acute agitation and so confused New York Yankee scouts that they kept studying both possible World Series foes right down to the tantalizing last day.

A jittery Dodger outfielder committed four misplays, causing a temperamental Dodger pitcher to get mad as Brooklyn suffered its

fourth loss in six games. But while the Dodgers were trying to give the pennant to Milwaukee, the Braves, in a week of the big giveaway, were not to be outdone. They gave it right back by getting scatter-armed and butter-fingered with the pennant practically in their grasp.

The bumbling served merely to point up the heroics under pressure of some individuals. An ancient pitcher, Sal Maglie (LIFE, Oct. 1), rose





CAUSE OF UPSET was play (right) where Campa-
nella is called out at second as Groat leaps for throw. →

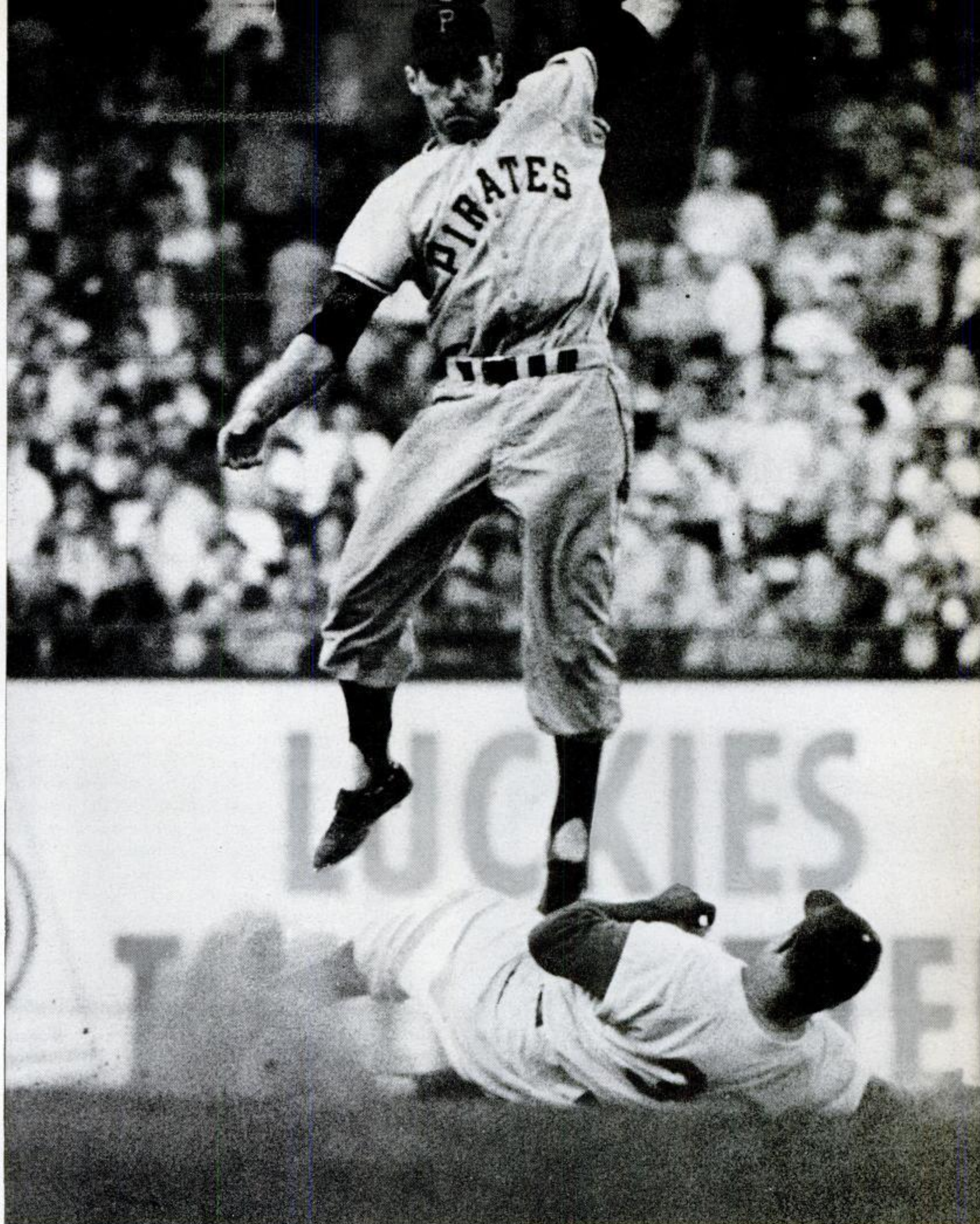
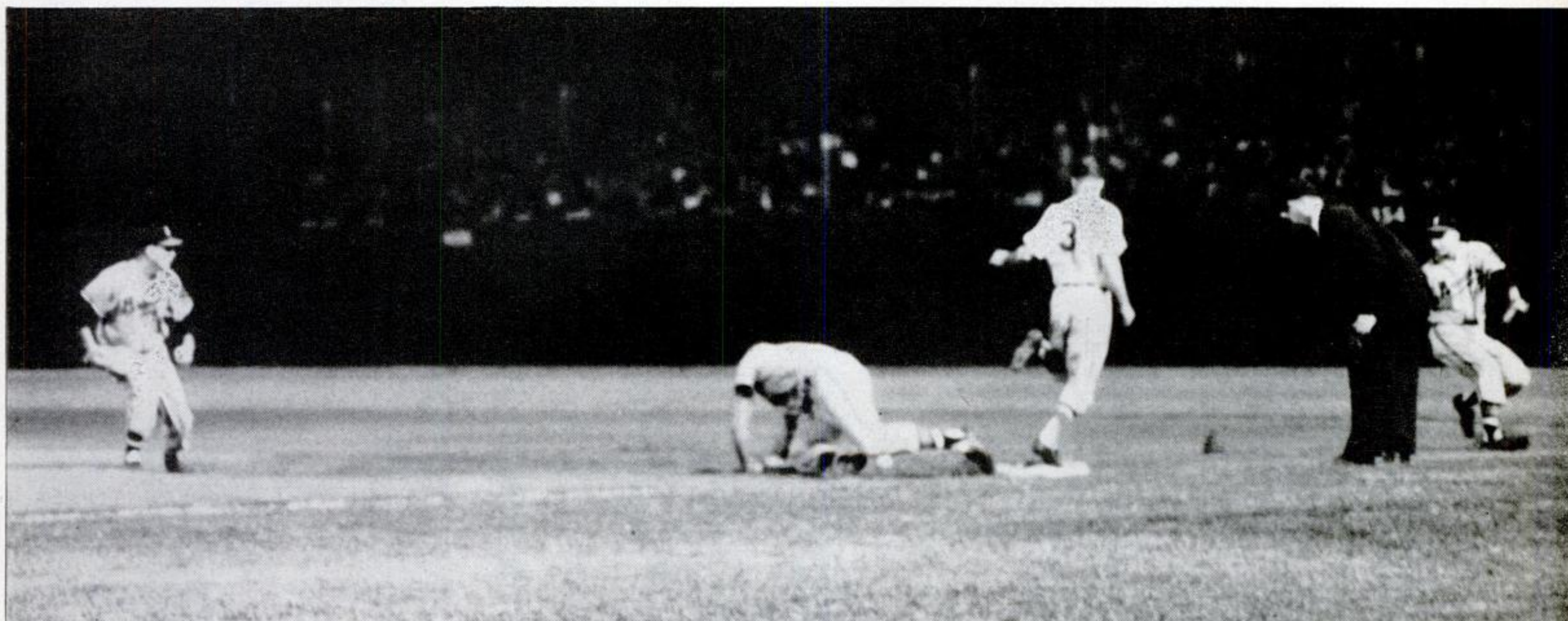


PHOTO FINISH

to heights with a no-hit game and came right back with another do-or-die win three days later. As if taking strength from this, his teammates suddenly took charge and won a double-header from the Pittsburgh Pirates, who had been plaguing them. This belated kick put Brooklyn in front for the final day, and when the roof didn't cave, the Dodgers backed into another World Series go at the Yankees.



← BRAVE BOOSTERS whoop it up while traveling to St. Louis by train to see their team play Cardinals.

SLOPPY PLAYING cost Milwaukee game at St. Louis. Wide throw to First Baseman Adcock let Don

Blasingame get safely to first. As Adcock grabbed for ball, winning Cardinal run crossed the plate.

AS NASSER WOOS ARAB WORLD, BRITISH TURN TO U.N.—AND U.S.

In rare interview Foreign Secretary Lloyd explains nation's Suez stake

by MAX WAYS, Chief of TIME-LIFE London Bureau

As the U.N. Security Council prepared to hear Anglo-French and Egyptian complaints on the Suez Canal crisis, Egypt's Nasser stirred up the Arab masses and sought to consolidate the support of their leaders (right and pp. 42, 43). Here Britain's foreign secretary, Selwyn Lloyd, in the kind of statement rarely given by so highly placed a minister, states his nation's case against Nasser and explains why the British consider a free Suez Canal essential to their economic survival.



IN PARIS Lloyd (right) arrives with Anthony Eden to coordinate stand with the French on U.N. debate.

LONDON

Selwyn Lloyd, Her Majesty's Secretary of State for Foreign Affairs, turned from his desk in the high-ceilinged Whitehall office through which has passed so much world history. He gazed out the window as he spoke feelingly of his country's dependence on the Suez Canal.

The secretary did not attempt to overdramatize the danger to Britain. He did not suggest that a Suez Canal shutdown would immobilize all the private automobiles in Piccadilly Circus or bring British industry to a halt. The danger was grave enough without that.

"We must export to live," he said. "We must import to live. Our whole trade pattern depends on the freedom of the canal."

This week the secretary flies to New York to present the British case against Egypt to the Security Council of the U.N. Equally important in the eyes of Britons is the presentation of their case to the American people. Three times in the past nine weeks U.S. Secretary of State Dulles has flown to London to hear the British case—and to seek a peaceful solution.

What is the British case? Why has the government of Prime Minister Eden, a man of peace, called up troops and moved toward the possibility of war? Why has Colonel Nasser's

seizure of the canal stirred Britons to fury? British leaders, heartened by the cooperation of Secretary Dulles, worry that the U.S. public does not fully share Dulles' appreciation of how grave the crisis is to Britain and the Western world. Last week, before his departure for New York, I talked informally with Mr. Lloyd. He reviewed the British position from the standpoint of his government's deep desire for U.S. sympathy and understanding. This is the case as the foreign secretary sees it:

From its beginning the Suez Canal had an international character. The treaty of 1888 guaranteed that ships of all nations could freely pass through the canal. But the treaty did not stand alone. It was written with the understanding that the canal would be operated by an international company at least until 1968. If the company had not existed, the treaty would have been written very differently; it would have contained much more detailed guarantees to the nations using it. When Nasser took over the canal he did more than transfer control of the canal from the company to his own hands. His act denied the canal's international character. In the hands of a single government the canal can become an instrument of national policy of the controlling government. This puts the interests of the user nations at the mercy of one government—i.e., Nasser's. Under these circumstances the guarantees in the treaty of 1888 do not give user nations the protection they need.

No matter how Nasser had seized the canal, this fear would be present. The manner in which he seized it merely confirmed to the full suspicions that would have arisen in any case. Nasser said that he acted in retaliation against the U.S. decision not to lend him money to build the Aswan High Dam. He said he intended to use the canal revenues to build the dam. These revenues, over and above the costs of running and developing it, are not nearly sufficient to provide funds for the Aswan project. Nasser's promise to his people suggested that he intended to milk the canal's revenues and let the waterway deteriorate while he used the money for purposes unconnected with the canal. His speech seizing the canal bristled with resentment at the Western powers. The canal was a weapon in his hand. He made it clear that he so regarded it.

What could Nasser do with this weapon? Specifically, how could he use it against the British, whom he detests?

Ships can bypass the canal and go around the Cape of Good Hope (LIFE, Oct. 1), but such a rerouting would add to the cost of British exports and imports and ultimately reduce both. Living standards in Britain would then drop. There would be widespread unemployment. Britain cannot face a future with that kind of a threat to its well-being in the hands of a man who has so clearly expressed his enmity.



GETTING SUPPORT, NASSER (CENTER, WAVING)

But Nasser was letting ships pass through the canal. Had he not said he would guarantee free passage to all nations in the future?

Selwyn Lloyd recalled that when the Russians blockaded Berlin they promised to feed and supply the Western sectors of the city. The Western powers refused to rely on that promise. The fact that the Russians would control the flow placed in their hands too much power over the people of Berlin and, therefore, over the Western powers themselves. So the West reacted to this threat of stoppage by using the costly and dangerous device of the Berlin airlift. Selwyn Lloyd was not suggesting that the West bypass the canal by an analogous searift. He was using the parallel to stress how dangerous was Nasser's control of the canal, even



IN NEW YORK Egypt's Loutfi (left) confers with Russia's Sobolev as U.N. Security Council meets.



IS GREETED BY CHEERING CROWDS IN DHAHRAN, SAUDI ARABIA, WHERE HE HAD COME TO ARAB "SUMMIT CONFERENCE" WITH KING SAUD AND SYRIAN PRESIDENT

without an actual interference with shipping.

If Nasser retained his present hold on the canal he could use his power for many purposes. One item Lloyd had in mind was Nasser's hatred of the Baghdad Pact. This binds Britain, Turkey, Iraq, Iran and Pakistan together in a defense alliance against Russia's obvious aims of expansion into the Middle East. Egypt was asked to join, angrily refused and Nasser has again and again attacked the pact. Suppose at some future date he demanded the dissolution or weakening of the Baghdad Pact as a price of allowing ships to pass the canal? Not only Britain but Pakistan and Iraq were heavily dependent on canal traffic. Could they withstand the kind of pressure Nasser would be able to bring? As for Nasser, he had placed himself in a position of dependence on the Communist bloc for arms and for the sale of Egypt's cotton. Could he resist future Russian demands that he use his power over the canal to weaken Middle East defenses against Russia?

Britain's foreign secretary then turned to the ways in which Nasser might obstruct canal traffic. Here a distinction has to be made between direct and indirect obstruction.

If Nasser uses his physical control of the canal to stop ships, that is a clear act of aggression, a clear violation of the treaty of 1888, and can be met with force. Against this possibility, Britain called up troops and strengthened her forces in the Mediterranean. She does not plan to use these troops, Lloyd repeated, except as a last resort. Britain has never wished to solve the Suez crisis by force. But Britain cannot rule out the use of force because to do

so would be to invite Nasser to commit further acts of aggression.

At present the possibility that Britain might retaliate to clear aggression by use of force prevents direct obstruction of the canal. Moreover there are now in Egypt 13,000 British subjects. Remembering the Cairo massacre of 1952, the British government had to show its readiness to protect its subjects from mob violence. "In these circumstances," said Lloyd, "any British government should have been impeached if it had not put itself in a position to use its military power should that become necessary."

But short of a direct closing of the canal there were other methods which Nasser could use to bring pressure to bear. In day-to-day operations, the ships of one nation can be discriminated against. Canal tolls can be unfairly raised. Against pressures of this sort it would be difficult to justify the use of force. If the nations using the canal leave themselves open to Nasser's indirect pressures they may never be in a position to resist ever-increasing demands upon them.

The London Conference of Aug. 16-23 attempted to work out a system which would protect nations dependent on the canal from the kind of indirect pressures which could not well be met by force. Eighteen of the nations attending this conference drafted proposals for an international administration of the canal. When Nasser refused to negotiate on the basis of these proposals the 18 nations met again and Secretary Dulles brought forward his proposal for a users' association to protect the interests of shipping nations. The users' association is

not regarded as a substitute for the original 18-nation proposal, but rather as a stopgap under which canal traffic can be handled while efforts continue to induce Egypt to accept international administration of the canal.

This week Lloyd will ask U.N. backing for the two plans, the users' association to go into effect while the 18 nations seek Egypt's agreement to their original plans.

"I regard this," said Lloyd, "as a test of the ability of the U.N. to achieve justice and to uphold law without recourse to violence."



DURING U.N. MEETING, head British delegate, Sir Pierson Dixon (leaning back), confers with aides.

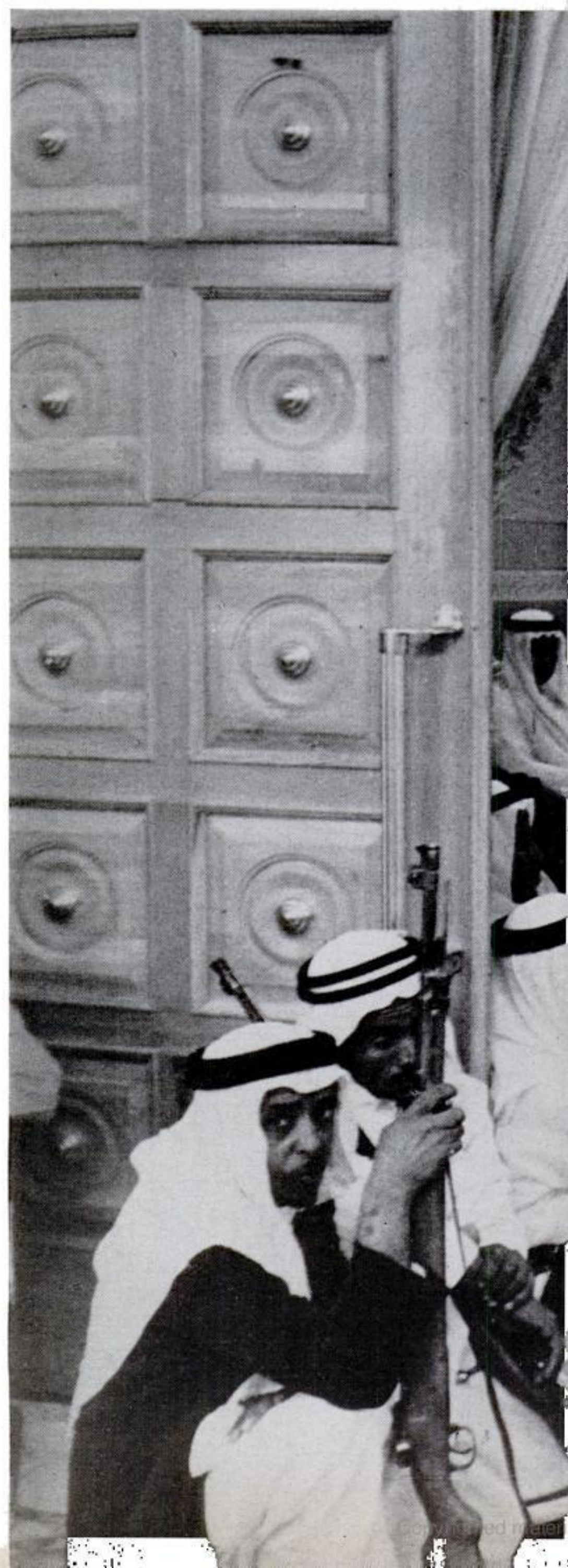


ARMS UPRAISED as a token of their unity, the three Arab leaders (left to right), Syrian President

Shukri el-Kuwatli, Saudi Arabian King Saud and Nasser, meet at Dhahran airport in Saudi Arabia.



CARVING CAMELS, a barefoot servant stands on table to slice up roasts at banquet table in Dammam



VERBAL BACKING FROM WARY ALLIES

To line up some world opinion of his own, Egypt's President Nasser flew dramatically to Saudi Arabia. There he met with King Saud, whose power and great wealth are based on royalties from U.S. oil developments in his country, and Syria's President Shukri el-Kuwatli, whose shaky position rests primarily on the universal Arab hatred of Israel. After banquets and bull sessions, the conferees proclaimed that on the Suez Canal issue they supported Egypt "in every attitude she takes."

But the strong words did not tell the whole story. King Saud is reportedly worried about President Nasser's recklessness in seizing the Suez and is suspicious that Nasser's real ambition is to rule the whole Arab world. Only two days before the Nasser meeting, King Saud had held a meeting with a member of a feuding family, King Faisal of Iraq, whose tribal ancestry and pro-British leanings have seemingly ruled him out of any scheme to consolidate an anti-Western bloc. What drew the old enemies together was a common fear they might lose huge revenues if Nasser's truculence forced the West to go outside the Middle East for oil.

Noting Saud's restlessness, Nasser moved in fast to line his neighbor up on the side of Arab nationalism. And Saud gave him the formal support he wanted.

As the Egyptian leader sought to consolidate his front, LIFE Middle East Correspondent Keith Wheeler reported: "There is a strong belief that the British, with French agreement, have decided to get Nasser. Few doubt that if they really try they can do so. Economic sanctions can hurt him—and unofficial sanctions already in effect are hurting him now. Western pressures on other Middle Eastern governments can hurt him and are doing so. It cannot be denied that there is a considerable case against Nasser. But he has also given Egypt the first clean government it can remember. The West may not have given full weight to the possibility that he may have been pushed into much of what it finds objectionable today."

U.S. policy still seemed set against the idea of "getting Nasser." And in King Saud's court last week an old Arab proverb was being quoted apropos of the bristling Nasser problem: "If you lock a cat in a room he will scratch you."

SITTING SENTRIES guard Kuwatli (left, center) and Saud (seated, right) who await Nasser in Riyadh palace hall shortly after the conference talks had ended.

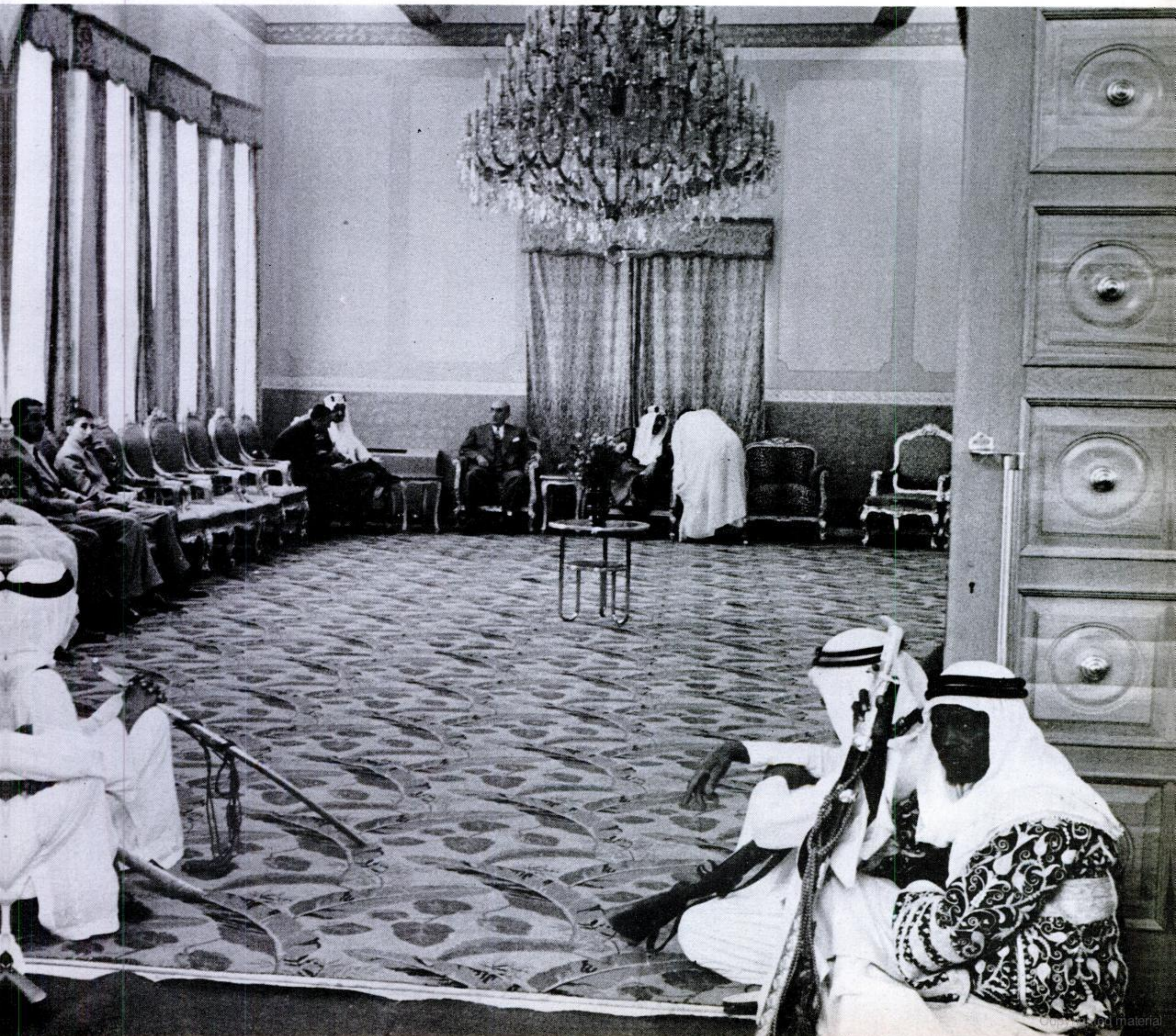


palace where conferees first met. King Saud (*center*) and Nasser (*right*) eat as others stand behind.



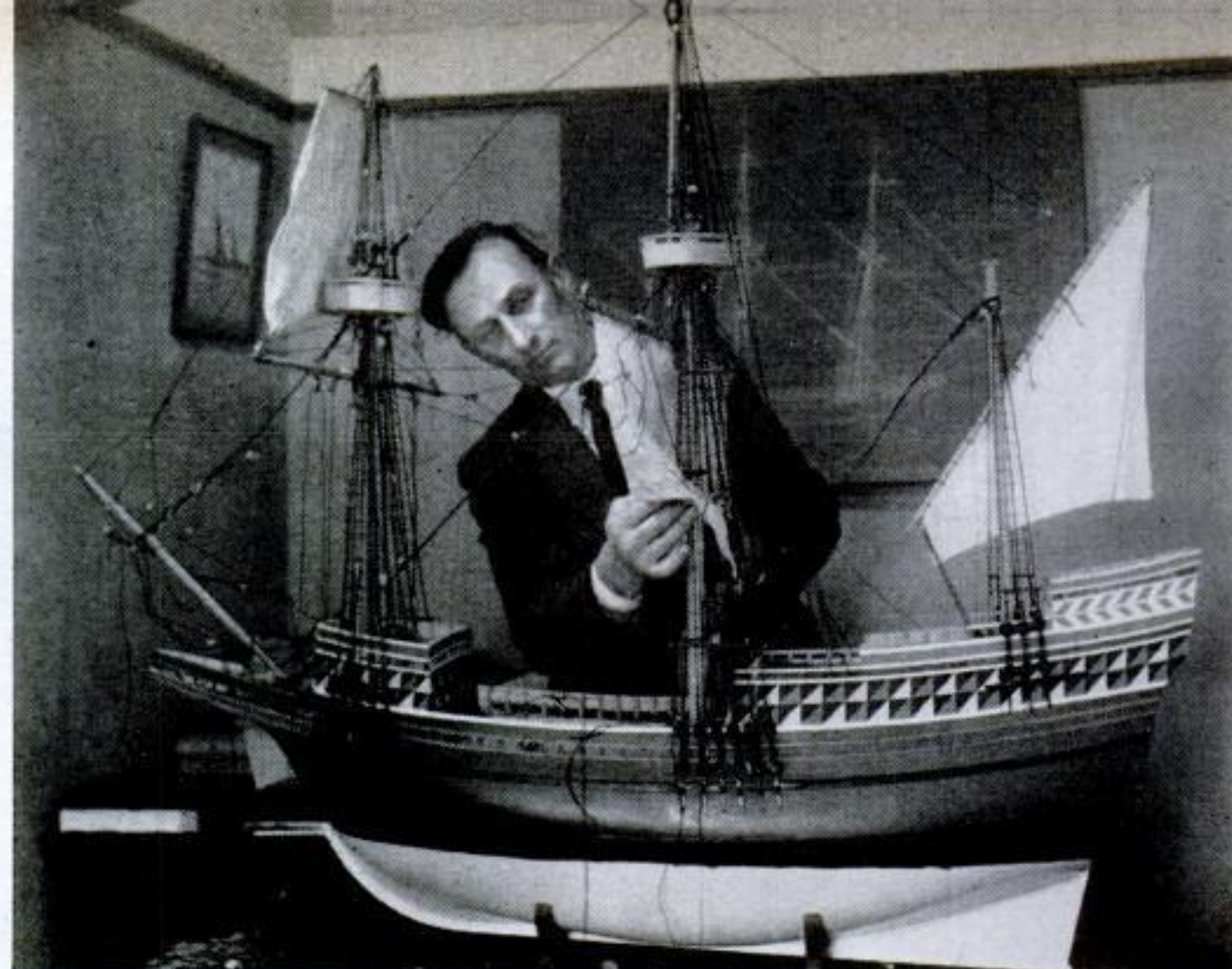
HUDDLING ON FLOOR, King Saud's counselors cluster around him for conference after a banquet

in Riyadh's Red Palace. They are preparing for final session where communique on Suez was drafted.





SWINGING IN UNISON, shipwrights free the keel. Ship was christened by Reis Leming, former U.S. airman who saved 27 lives in a British flood in 1953.



SHIP'S BUILDER, Stuart Upham, works out position of sails on a model. To construct vessel firm employed 20 of England's few remaining wood shipwrights.



IN PILGRIM GARB English girls wave as *Mayflower II* slides down the ways. The girls raised \$2,400 for the project from visitors to the Upham shipyards.

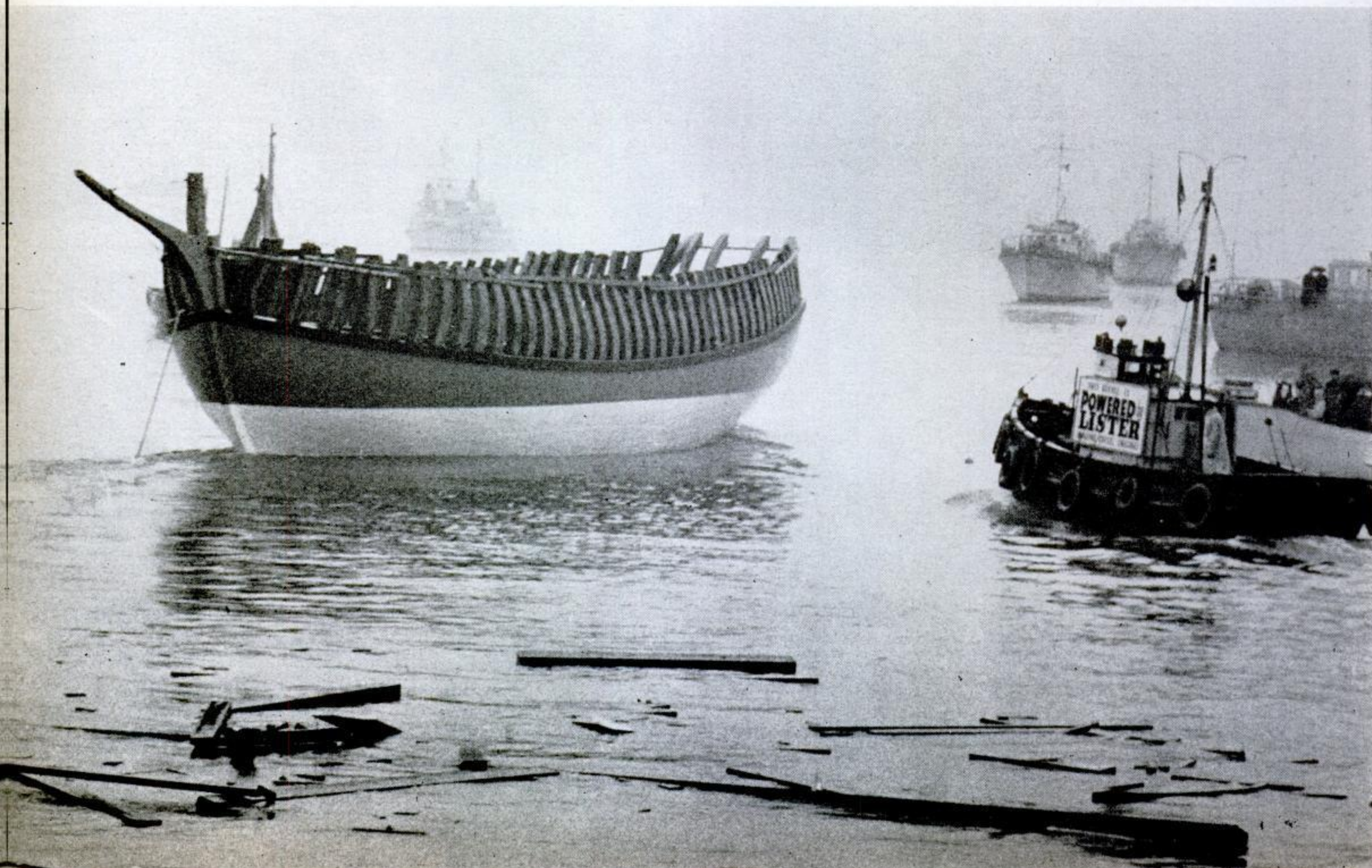
ANOTHER MAYFLOWER

British shipbuilders reconstruct the Pilgrim craft

Everything about the launching at Brixham was 17th Century. Shipwrights freed the keel to the time-honored chanteyman's song. Pilgrim ladies cheered. The vessel was christened with a goblet of wine and, lying in the water, revealed her beams of stout English oak and trim planks held fast by treenails. Her navigational instruments—the cross staff, traverse board and compass—were waiting at the venerable house of Kelvin & Hughes, Ltd. Even the name, *Mayflower*, was 17th Century.

This, however, was *Mayflower II* and the launching was two weeks ago. A gift from the people of Britain to the people of the United States, the *Mayflower II* has been 10 years in the making, the idea of a publicist named Warwick Charlton who originated the project. The design was the result of five years of research by William Baker of Hingham, Mass. A duplicate of the *Mayflower*, except for a radio now required by maritime law, *Mayflower II* will be completed next spring and sailed to the U.S.

AFLOAT, THE SHIP AWAITS THE TUG THAT WILL DOCK HER FOR FINAL FITTINGS. SHE WILL BE COMMANDED BY ALAN VILLIERS, FAMOUS SQUARE-RIGGER CAPTAIN





3 good ways to enjoy one great soup!

Have it for lunch—right now—steaming and glowing red. There's nothing that starts the meal so warmly . . . or so pleasantly . . . as the sun-ripened taste of Campbell's Tomatoes, in a soup seasoned just to your liking.

But there are other new ways to enjoy Tomato Soup. Try it hot and spicy, poured from a pitcher into cups. Or topped with a big golden pat of butter—to sip when you come in from the cold. Just *two* new reasons why Tomato Soup's on the tip of everybody's spoon these days!



Hot Buttered Soup: Everybody's favorite Tomato Soup (or any Campbell's Cream Soup) in a handy mug—with a pat of butter melting on top.



Hot Spiced Soup: Make your Tomato Soup with water; then stir in a dash of cinnamon or ground clove. Serve from a pitcher or carafe into colorful, man-sized cups!



SOUPS SUPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids—for general well-being • Proteins—for upkeep and growth • Carbohydrates—for energy

Once a day... every day... SOUP!

Why this year's most



Caught in a shower—there's no need to dash under an awning when you wear wool. For every wool fiber has a water-resistant shield—a natural "umbrella" that keeps the rain from soaking through. Shown above, the coat that spreads sunshine, even in a shower—in bright red wool fleece by Jack Sarnoff.

For big evenings—you'll make a brilliant entrance in this bolero-back coat by Wm. Devitz in shimmering wool zibeline. Wool's luxurious textures head up fashion's royal family. Wool's radiant colors... the superb way wool tailors... make it the choice of America's top designers.



A wool coat plays so many roles.

Nothing can match its easy elegance when the occasion is gala. Yet, behind its great beauty is amazing practicality for travel, shopping—busy working days. For wool is uncanny at resisting soil and wrinkles. It's your surest way to be prepared—protected against all the fickle weather ahead.

So when you buy your new coat... remember the beauty of wool lasts far beyond "first love." You'll grow fonder of it every day.



On expeditions to town, weather can be so changeable. But in a wool coat, there's no danger of shivers or sneezes. For wool provides a natural insulation that helps ward off colds. Mother's wool tweed coat by Rauch Bros.; daughter's by Peggy 'n Sue.



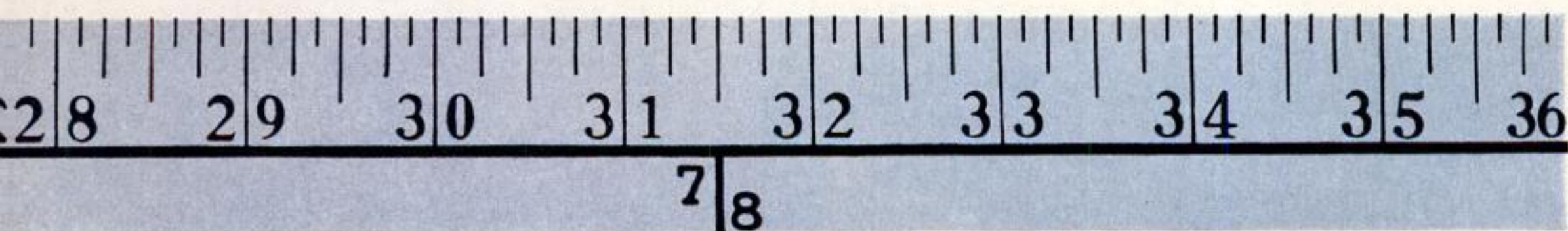
All these new coat fashions are in fine American-made wools—available at: Macy's, New York, Kansas City, San Francisco; L. Bamberger & Co., Newark; Lasalles, Toledo; Davison's, Atlanta; The Bon Marche, Seattle. For further information write WOOL, Dept. L3, 420 Lexington Ave., New York 17.

nothing

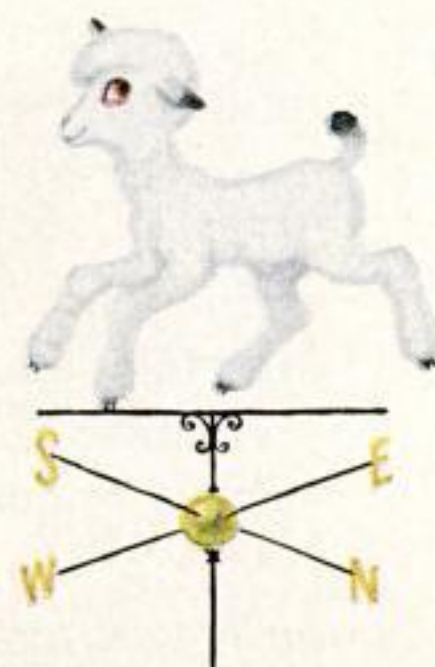
versatile coat is wool



*At home in the suburbs—your coat of wool reveals so many carefree advantages. For wool doesn't show dirt the way some fibers do. Its colors stay bright—its lines stay trim. Wool thrives on action, is fresh after seasons of wear. Gold tweed country coat by Zelinka*Matlick.*



measures up to Wool





*Birds Eye is the frozen food
with the BEAUTIFUL flavor*

Birds Eye Peas are so much *more* than just good food. Every sweet green pea is picked young and bright with color—double-checked for tenderness—bursting with *beautiful* flavor.

This beautiful flavor is frozen in just a few fresh hours after picking. **New Idea!** "Butter-Boil" Birds Eye Peas with 2 tablespoons each water and butter and a little salt. Boil, covered, until just tender—5 to 7 minutes; stir as needed. Wouldn't they taste good tonight?

Some freeze food...BIRDS EYE FREEZES FLAVOR



Make it an all-Birds Eye meal. Serve Birds Eye Chicken and French Fried Potatoes with your Peas. Birds Eye Strawberries for dessert!

Products of General Foods

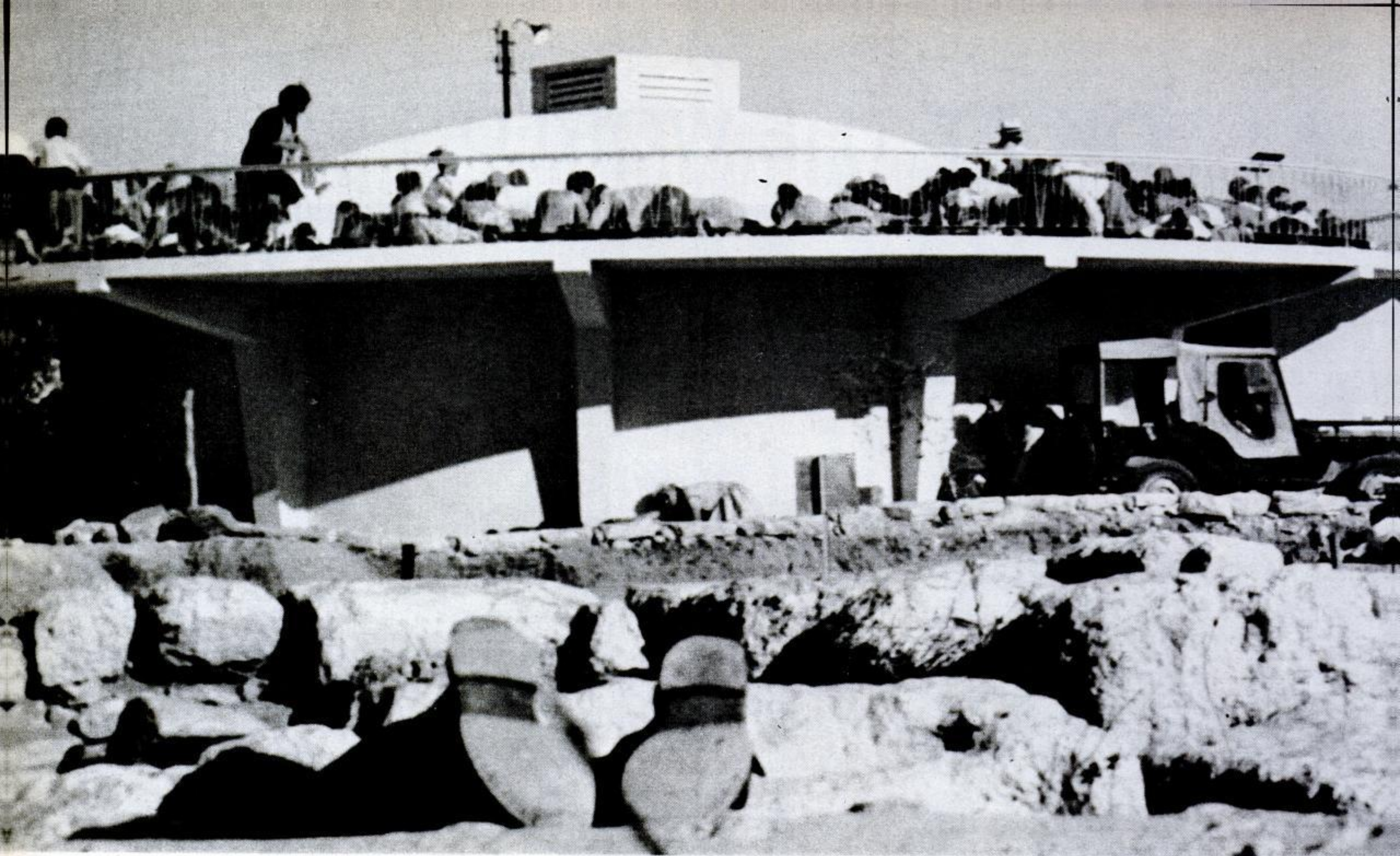
A LOOK AT THE WORLD'S WEEK



A TRIUMPHANT AFRICAN TURNOUT FOR A RADIANT BRITISH PRINCESS

Waving from a Jeep in Mombasa, Kenya, Princess Margaret inspected ranks of flag-waving youngsters, part of a crowd of 19,000 children out to greet the princess at the start of her five-week tour of Britain's East African dependencies. Her arrival, fortuitously, occurred at a happy time, the virtual end of hostilities between whites and Mau Mau. Many natives,

joining in the festivities, found the right Kiswahili word for the princess: *Mwangavu*, "the Radiant One." The princess also visited Mombasa's Arab quarter, where 50 sheiks greeted her with the Arabic word for "goodwill," a significant gesture because Kenya's Arabs are being bombarded with fiercely anti-Western propaganda from Nasser's Egypt.



ISRAELIS HITTING GROUND IN A NEW BORDER CRISIS

A hair-raising photograph from Israel documented the start of a new Arab-Israel crisis. A group of Israeli archaeologists and sightseers

outside Jerusalem were studying the ruins of an ancient settlement. As they clustered on a water tower, bullets ripped into them from a



A SURPRISE CHOICE FOR THE COURT

It came as a surprise last week when President Eisenhower picked William J. Brennan Jr., associate justice of the New Jersey supreme court, to succeed Sherman Minton on the U.S.

Supreme Court. A Democrat and a Catholic, the 50-year-old judge has shied away from politics. He was picked, the White House said, because he was "highly qualified" for the post.



A READY RED DEAN

A familiar figure popped up again on a tightly packed raft pleasure cruising in northwest China's Kansu province. It was the "Red Dean" of Canterbury (center, white hat), a perennial acceptor of



Jordan army outpost across the border. One of the party, Jacques Menashem, snapped this dramatic picture showing scores of visitors

seeking safety by flattening themselves. Jordan officials blamed the shooting, which left 17 wounded and four dead or dying, on a soldier

"taken by madness." But Israel termed the explanation "preposterous" and sent a brigade on a reprisal raid that left 39 Jordanians dead.



TAKEN FOR A RIDE

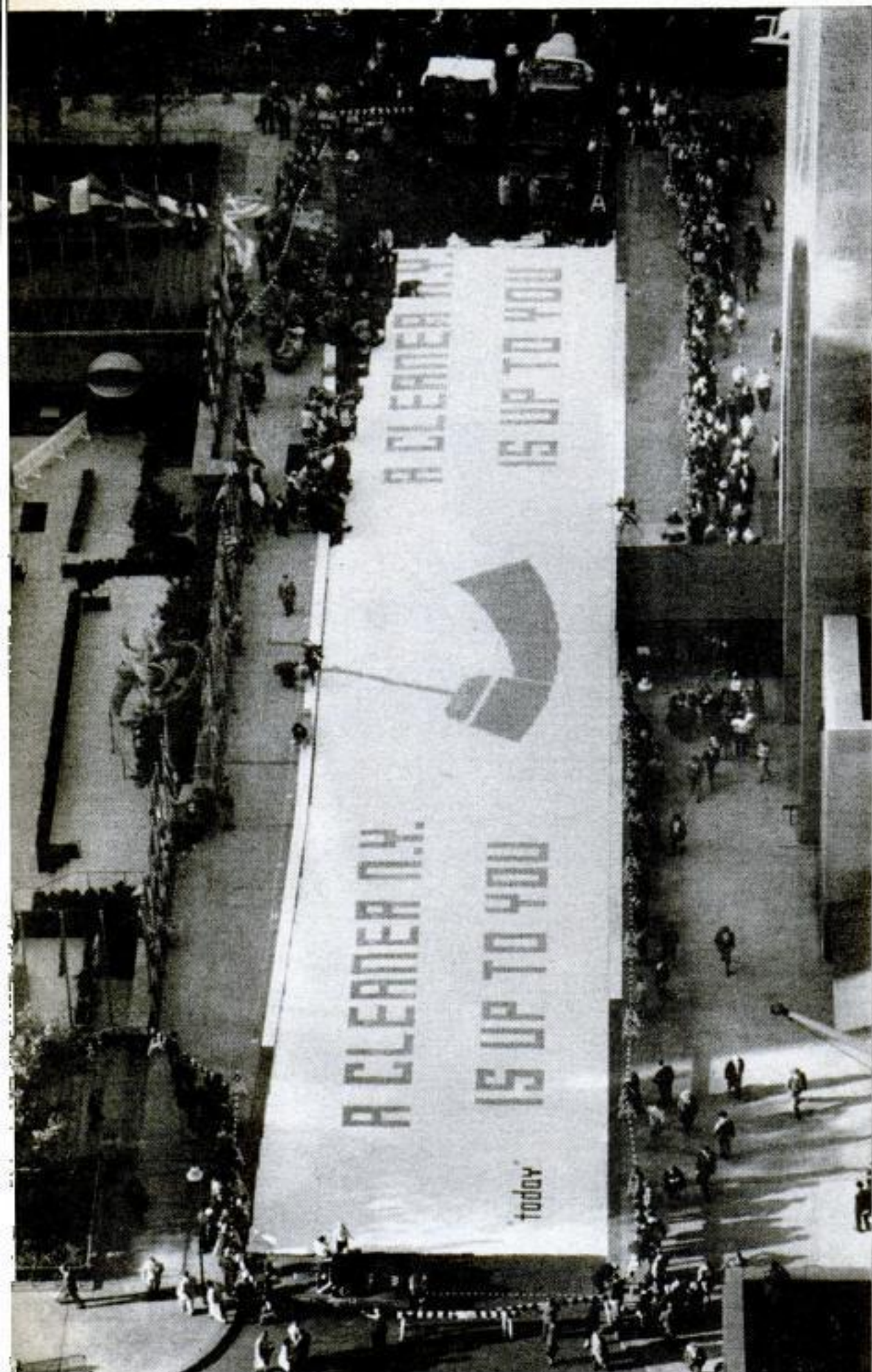
Communist invitations and advocate of Communist causes, this time being taken for a watery ride by some young Red Chinese while touring China with the blessing of the Communist government.



A BARE CHEST FOR A RARE GUEST

In Southampton, England, Liberace flashed his famous smile as a dock worker outside his train bared a tattooed chest. In London, Liberace, already a British TV favorite, got the biggest

reception since Charlie Chaplin arrived in 1921. He could afford to ignore critics who called him a "sugary mountain of jingling claptrap wrapped up in . . . a preposterous clown."



SOFT SOAP SURFACING

To dramatize a cleanup campaign in New York City, Hunter College freshmen last week made an unusual poster in Rockefeller Center, surfacing the street with 108,000 bars of soap.



FIRE ESCAPE FOR A BROKEN FERRIS WHEEL

At the Los Angeles County fair last week, Ferris wheel riders found themselves in a predicament every Ferris wheel passenger dreads. An axle broke, stranding them in mid-air. Fire

trucks from Pomona rushed to the rescue, but their equipment was too short to reach the top seats. It was 3½ hours before a long enough ladder came to get the last 12 riders down.



HANDS ACROSS THE TRACKS THAT STOPPED THE TRAINS

In Philadelphia, train service for thousands of elevated-subway travelers was halted by a wall of striking workers. Protesting the layoff of a fellow employee, they walked off their jobs and sat down on the tracks. Then they got up and formed a chain across the rails, stopping the traffic beyond

the chain and advancing toward the center of the city until they had completely choked off the elevated service. For nearly 12 hours the trains were stopped. When the company agreed through arbitration to take back the discharged worker, the sympathy strikers went back to their jobs.



In the American tradition...the leader is chosen

In state after state...city after city...Seagram's 7 Crown is the choice of more millions of Americans than any other whiskey in history.

Say Seagram's and be Sure

OF AMERICAN WHISKEY AT ITS FINEST

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



PREMIUM SALTINES WITH

THEY'RE NOT JUST TOASTED!

THEY'RE NOT JUST BROWNEED!

THE RADIANT GOLDEN GLOW, EXCLUSIVE WITH PREMIUM
MAKES 'EM TASTIER, FLAKIER, SNAPPING CRISP



On the West Coast, look for Premium Snow Flake Saltines with Golden Glow, in the red package

NATIONAL BISCUIT COMPANY

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A NEW Golden Glow



FRESHEST! Make the faucet test. Take a few Premium Saltines out of the moisture-proof In-Er-Seal wax packet. Re-close, hold under faucet. Crackers come out snapping crisp!

Quick Stunts with Hunt's —

AMERICA'S FAVORITE TOMATO SAUCE—BY FAR!



Huntburgers

You make 'em—and bake 'em
—in the bun!

Here's a delicious new way to serve hamburger for dinner. Oh, so *very* good to eat. Quick and easy, too!

It's hamburgers *in* the bun — with Hunt's Tomato Sauce *in* the meat. And as a tempting topping! Just about the juiciest, most mouth-watering combination of flavors you can ever imagine!

The buns get crisp and crunchy. And the filling has a richness, a spicy tomato goodness that Hunt's and Hunt's alone can give. Because Hunt's is the *kettle-simmered* tomato sauce! Seasoned just right!

Do try Huntburgers; your family will "eat 'em up!" And that's not all. Try Hunt's Tomato Sauce in your

favorite meatloaf, savory stew, pot roast and gravy, fish dishes, casseroles. It's mighty good and mighty handy — for Quick Stunts at your house.

6 hamburger buns	1 teas. salt
1 lb. ground beef	$\frac{1}{8}$ teas. pepper
2 Tablesp. finely chopped onion	2 cans Hunt's Tomato Sauce

Hollow out centers of the buns, leaving bottom and $\frac{1}{2}$ -inch rim. (You may use sliced or unsliced buns.) Crumble up the bread you have removed and mix well with meat, onion, salt pepper and $1\frac{1}{2}$ cans of

the Hunt's Tomato Sauce. Fill buns. Bake on cooky sheet in moderately hot oven, 375°F., for 20 minutes. Spoon remaining sauce over buns. Bake about 5 min. more until sauce is hot.



Hunt-for the best

FAMILY-STYLE RECIPES on every can of Hunt's Tomato Sauce. Where you shop. Hunt Foods, Inc., Fullerton, California

A PILGRIMAGE TO INDIANA

**Britain's Chancellor of Exchequer
visits town his mother came from**

The man peering intently into an Indiana house is one of the most distinguished of present-day Britons: Harold Macmillan, Chancellor of the Exchequer. Like many a son before him, he was on a sentimental pilgrimage to his mother's home town in a foreign land.

Nellie Belles had been born a century ago in Indianapolis and reared in the farm town of Spencer, Ind. She had gone to Paris and subsequently married a British publisher. She came back home to see old friends twice before her death in 1937.

Spencer residents had kept track of Nellie and her famous son and, hearing that he would be in Washington for a World Bank meeting last month, invited him out for a visit. Mr. Macmillan eagerly accepted. In Spencer at the church where his mother had sung in the choir, he read the lesson and gave a talk recalling her fondness for her home town. Inspecting the house where she had lived, the Chancellor of the Exchequer said: "I had no idea it was this large. . . . It must have been heavily mortgaged." Then, after a picnic with townsfolk who had known Nellie Belles (p. 58), he went back to his career a world away from Spencer.



LOCAL GUIDE, Walter Peden, who knew Macmillan's mother, points out the house where she lived.

INSPECTING HOUSE, Macmillan peers inside. He could not enter because recent fire had gutted house.



CONTINUED

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... modern lines by **Formfit**

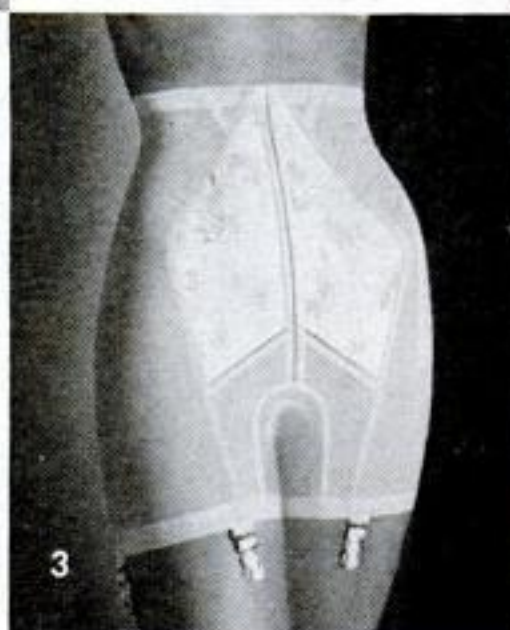
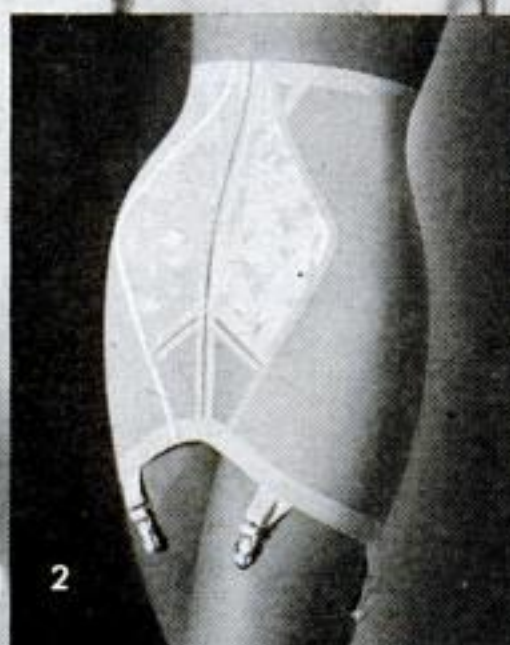
It's a year of figure emphasis. And first in your fashion picture . . . Formfit's slenderizing modern line. For each figure . . . every occasion, Formfit designs subtly for dreams-come-true shape-making. Deft styling . . . light fabrics . . . gentle control help to make the new fashions your very own. See this truly fabulous collection at your nicest store.



1. For Gaytime, put the accent on comfort! Life Girdle No. 1598 features the new "lithe-line" panel for freedom in action. White Dacron elastic. 15 or 16 inches long. \$15.00. Shown with "Life Romance" Bra No. 582 in Nylon. Sizes 32A to 38C. \$3.50

2. For Daytime, you'll love this "Sleek" Girdle No. 1181. Slims with light Dacron elastic, paneled front and back. 15- or 16-inch lengths. White. \$12.50. Black. \$13.50

3. For Playtime, here's a Pantie Girdle that keeps you in trim . . . comfortably! It's the new "Sleek" No. 1183 in light White Dacron elastic with firming front and back panels. Detachable crotch. \$13.50



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 CREATIONS

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

Indiana Pilgrimage CONTINUED



ADMIRING CHURCH, Spencer Methodist, which his mother attended, Macmillan hears building's background from Albert Free (*right*), local historian.



TACKLING FRIED CHICKEN at picnic, Macmillan uses fingers after he was told it is customary. Mrs. George Moore, at his left, knew his mother's family.



GREETING TOWNSPEOPLE after church, Macmillan shakes hands with Mrs. Laura Kenworthy, 92, another resident who, as a girl, knew Nellie Belles.



The biggest picture in television for only **\$199⁹⁰**
VHF
complete with stand

Here is first-rate big picture television for that *other* room in your house. You can't buy a larger screen size at any price—and the price of The Broadview shown above, plus its magnificent Magnavox quality and dependability, makes it the most outstanding budget buy

in television today. Everyone in your family can now enjoy optically filtered, bigger-than-life, 24" pictures (diagonal measure). Primary-set performance for playroom or den, at a down-to-earth second-set price! Choose from smart Magnatex cordovan or blond decorator finishes.

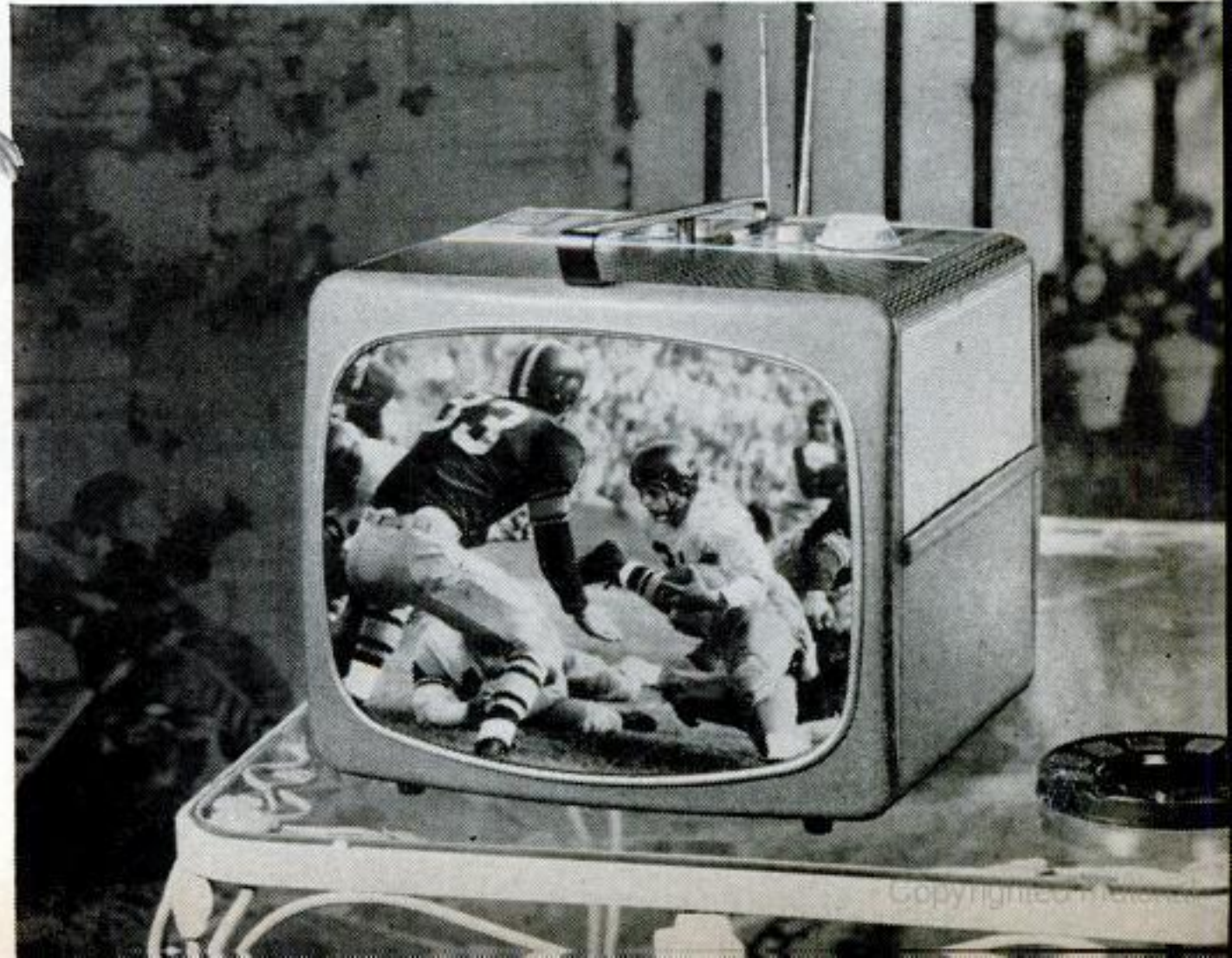
Now...second sets needn't be second-rate.

Magnavox

Man-sized picture—and even a slip of a girl can carry this smartly styled, compact portable anywhere! The Holiday 14P weighs only 24 lbs., has a 14" picture tube (diagonal measure). And it's every ounce a magnificent Magnavox, made for portability—not just a table model in a carrying case. Finest all-channel tuning. Available in your choice of beautiful two-tone colors. \$139.90 (VHF).



Biggest picture in portables! Magnavox portables have more picture area for their size than any. And so light, so easy to take along! Magnavox stands rugged duty because it's the only chassis specially designed for portability. Unequalled Magnavox performance. Set below has big 17" picture (diagonal measure), weighs only 32 lbs. Decorator colors. The Town and Country 17P, \$159.90 (VHF).



LIKE YOUR PLEASURE **BIG**



?...?

SMOKE FOR REAL SMOKE CHESTERFIELD!

ENJOY THE SMOOTHEST CIGARETTE YOU EVER SMOKED!

YES, SMOOTHER SMOKING IN EVERY WAY

BECAUSE IT'S **PACKED MORE SMOOTHLY BY ACCU-RAY!**

THAT BIG FULL FLAVOR COMES SMILING THROUGH...

THAT **BIG, BIG PLEASURE** DOES MORE FOR YOU...

IF HONEST ENJOYMENT IS SOMETHING YOU LACK

TRY **CHESTERFIELD**

IN THE CLEAN WHITE PACK!

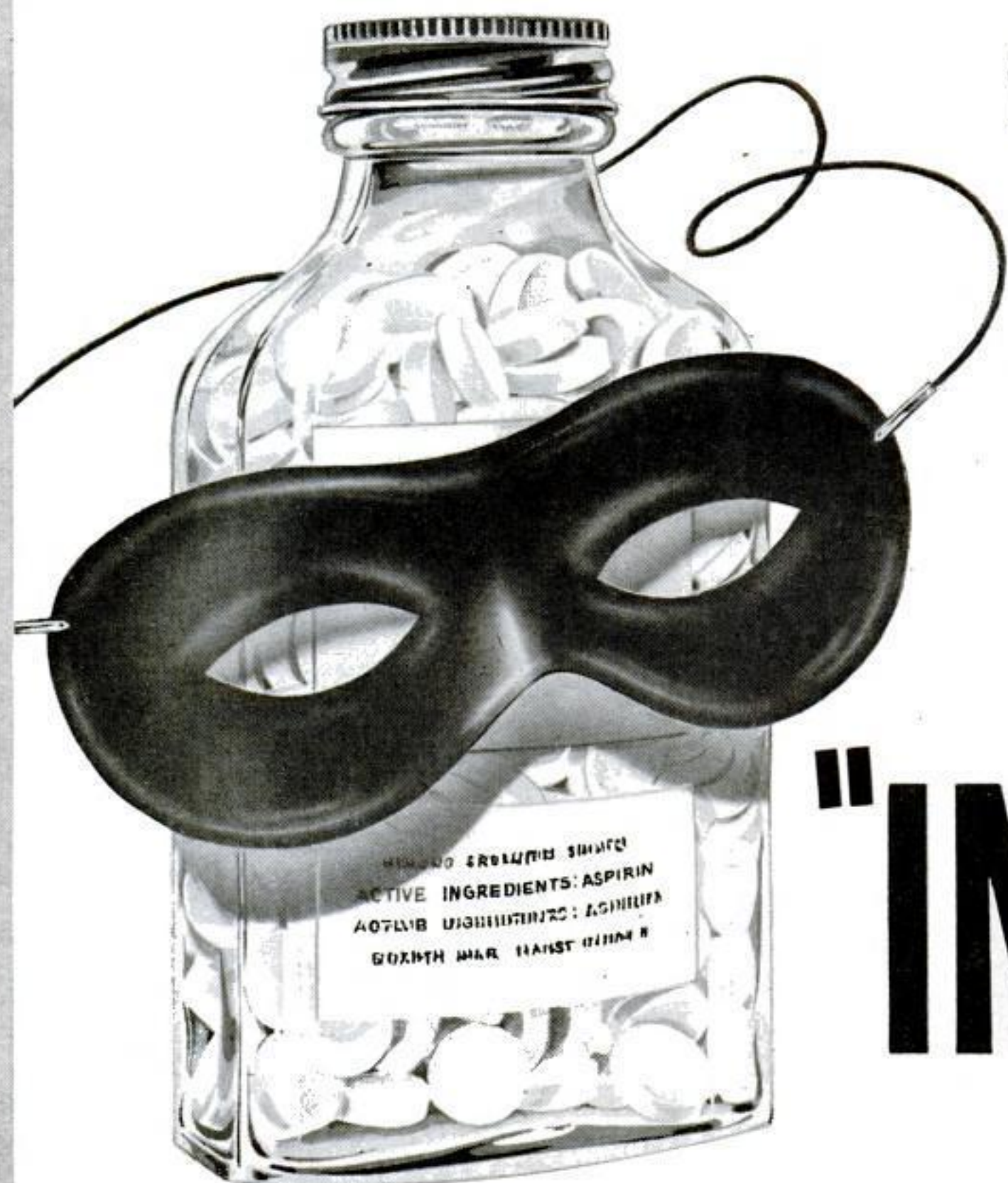
A SMOOTH SURPRISE IN EVERY PACK!

If you haven't smoked a Chesterfield recently, you're in for a wonderful surprise! Now, thanks to Accu-ray, Chesterfields smoke smoother and taste smoother than ever before! Try 'em.

© Liggett & Myers Tobacco Co.



Are you paying twice the price of Bayer Aspirin...



for pain relievers that are
nothing more than

ASPIRIN "IN DISGUISE"?

Such pain relievers—which attempt to belittle straight aspirin—
give you an assortment of added ingredients for your extra money
...ingredients which do not relieve pain, like aluminum compounds,
magnesium carbonate and baking soda!

Before you pay twice the price for a pain
reliever, it will pay you to look at the label.

By looking at the label on any pain-
relieving product you purchase, you can
see precisely what you're paying for.

And it's our guess that doing this will
give you quite a surprise.

For you'll find that the *only* product

which is *all* pain reliever—100%—is
aspirin.

Others, that attempt to belittle
straight aspirin, are simply aspirin "in
disguise."

They combine aspirin with ingredi-
ents utterly incapable of relieving pain—
ingredients like aluminum compounds

(aluminum glycinate), magnesium car-
bonate or that old cooking standby,
baking soda (sodium bicarbonate).

Yet these products—*not* 100% pain
relievers—cost you *twice the price* of
Bayer Aspirin!

Yes, *twice* the price! And this in spite
of the fact that medical science has never
discovered a safer and more effective
pain-relieving agent than straight aspirin.

So buy wisely. Buy a product that's
all pain reliever—*Bayer Aspirin*. It's the
best aspirin the world has ever known—
and one thing most people can take any
time...WITHOUT STOMACH UPSET!

To Feel Better Fast...

BUY THE BEST—BUY BAYER® ASPIRIN

It's All Pain Reliever!



AN INTERLUDE ON THE FARM

With his role in the campaign about to begin in earnest, Dwight Eisenhower took a weekend off to enjoy, with Mrs. Eisenhower, a late summer day at Gettysburg. Six years of work at the farm, which he had been able to watch only at intervals from duties at Columbia and NATO and Washington, were bearing visible rewards. The house, newly decorated, stood white and

handsome. The grounds were bright (above) with yellow marigolds, purple ageratum, blazing red salvia. The barns were stocked. There were bass in the pond and quail in the cover.

But the time was not yet, and after the pleasant Sunday he would set to work again, seeking the privilege of being kept four more years largely away from the place he loved.



They sit right down and perk right up—when breakfast is
Post-marked for Happy

Breakfast is a *cheerful* time—with a tasty Post Cereal to give your day a perky start. And only the *best*-tasting cereals in the whole wide world are Post-marked . . . for happy eating. Whether it's corn, or wheat, or bran or rice—you'll find the Post-marked kind are extra special—extra *better*! Try 'em and see!



Eating!



LOOK FOR THE POST MARK...
FOR HAPPY EATING!



Laurels Anew for Norell



DESIGNER WITH CREATION, Norman Norell is shown beside Roman-striped version (\$1,200) of his famous sequin evening dress. He shows a spangled dress in each collection, this season has eight.



SPECTACULAR EVENING DRESSES are short net with fox skirt (*on floor*, \$1,250), high-neck spangled

design (\$1,650), velvet with sable cuffs (\$1,050), print satin (\$595) under velvet coat with black mink (\$650).

AWARD ESTABLISHES HIM AS THE TOP U.S. DESIGNER

The man who is generally regarded in the fashion industry as America's top designer, and who has clinched the title this year by winning his third fashion critics' "Winnie," is a stranger to all except a few members of his profession. Even some regular wearers of his clothes think that his "Traina-Norell" label signifies a woman. It is actually a firm name. Norman Norell is the designer; Anthony Traina is the business side.

Norman Norell is a Hoosier who was born in Noblesville, Ind. in 1900. He worked for Hattie Carnegie for 14 years before making an overnight success in 1941 with his first collection for Traina-Norell. In 1943 he won the first Coty American Fashion Critics' Award (which is called "Winnie"

because it is something a designer wins), repeating in 1953 and again this year, the first three-time winner.

Unlike Paris clothes which are sold for copying or are custom-made, Traina-Norell's collection is sold ready-made at frankly expensive prices across the U.S. Norell's basic silhouette is always simple; his styles look young but are not necessarily for young people. He feels that day clothes should be subdued and, as shown by these magnificent dresses from his new winter collection, that a woman should "emerge" and become glamorous at night. Norell has a flagrant unconcern for the clothes he wears himself—paid \$35 for his suit which was made by an overnight tailor in Nassau.

CONTINUED

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SAVE \$20

ON 1847 ROGERS BROS. SPECIAL UNTIL NOVEMBER 1ST

**BUY
THIS** →

SERVICE FOR 8



52 PIECES IN YOUR FAVORITE "1847" PATTERN

Choose exciting modern FLAIR (shown here)—or any of the other rich, shining, lovely-for-a-lifetime patterns in famous 1847 Rogers Bros. silverplate.

This 52-piece service gives you *everything* to set a perfect table for eight.

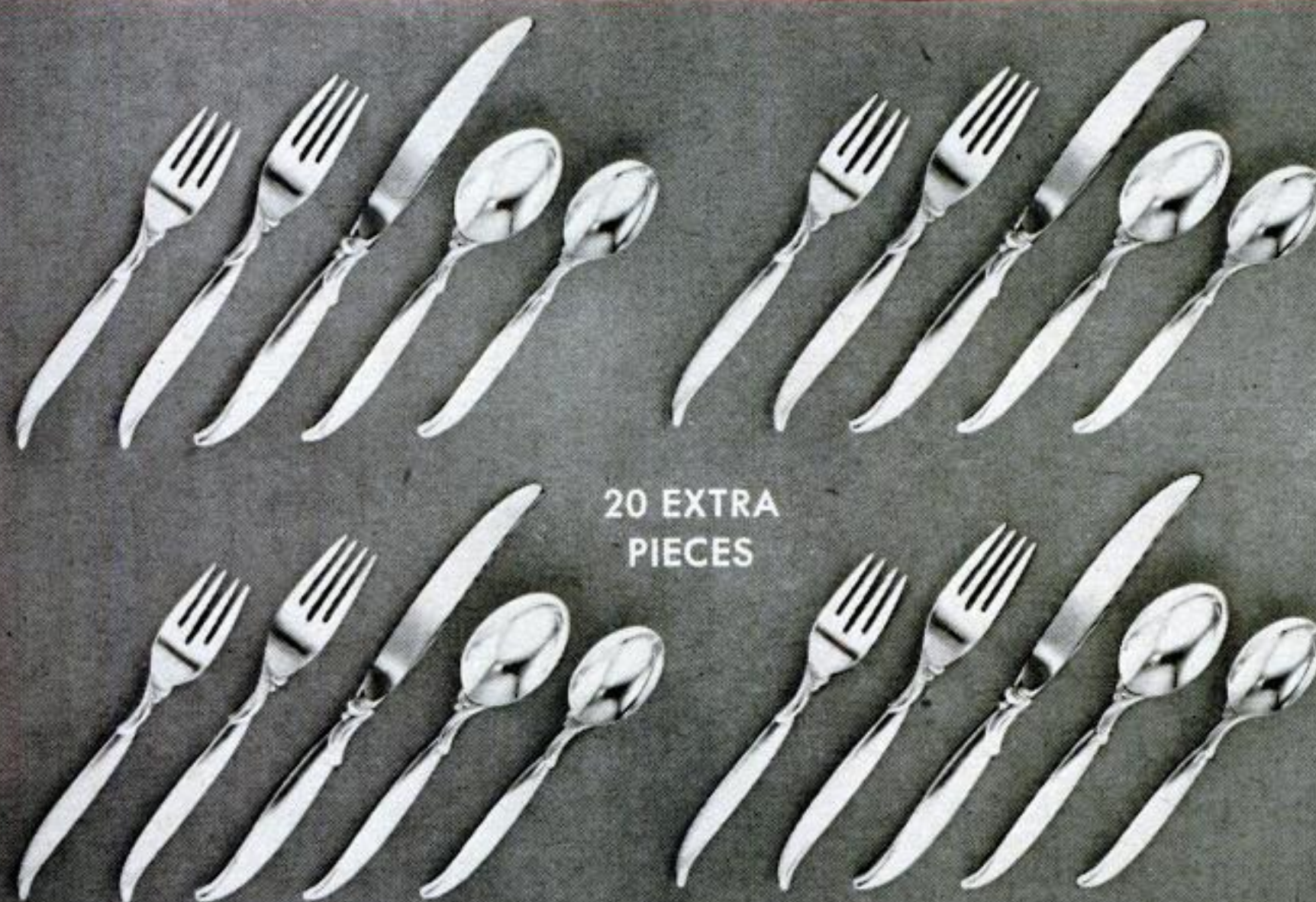
8 Knives • 8 Forks • 16 Teaspoons
8 Soup Spoons • 8 Salad Forks
Butter Knife • Sugar Shell • Tablespoon
Pierced Tablespoon

With mahogany or blonde chest. All for only \$84.75 in Daffodil or Remembrance pattern—\$89.75 for Flair or Heritage. (Terms as low as \$1 a week.)

**GET
THIS** →

FOR ONLY **\$9.95** WORTH \$29.95

4 EXTRA PLACE SETTINGS



WHICH LOVELY PATTERN WILL YOU CHOOSE?



A SAVING OF \$20.00

Here's your chance to increase your set to a service for 12—at a saving of \$20.00 over regular retail price!

You get a special certificate with your 52-piece set for 8. It entitles you to 4 added place settings—a total of 20 extra pieces, worth \$29.95—for only \$9.95.

All you do is fill out your certificate and mail it with check or money order

for \$9.95, and your "bonus" pieces will be shipped direct to you. But hurry! Offer closes November 1st!

Limited Time Only! Make your selection at your favorite store in the next few days.

Remember... your certificate for the extra bonus pieces must be in the mail by midnight, November 1, 1956.

1847

1847 ROGERS BROS.

AMERICA'S FINEST SILVERPLATE
Made only by The International Silver Company



Beautiful things deserve "Beautiful" care

ESPECIALLY WHEN YOU MOVE LONG-DISTANCE

Everything you have is precious to Mayflower when we have the privilege of moving you long-distance. Whatever your treasured pieces may be . . . a beautiful, dome clock like this one . . . an antique desk . . . any piece, no matter how fragile . . . you can rely on the same painstaking attention to *all* your possessions. That's because Mayflower knows and provides what's needed to do the job best, *customizes* the service to your particular needs. Wherever you're moving, you will appreciate the ease and peace of mind of America's Finest long-distance moving service.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



Mayflower Service is available through selected warehouse agents throughout the United States and Canada. Your local Mayflower agent is listed under Moving in the classified section of your telephone directory. In your community he is a reputable source of storage, local moving and packing services for your household goods. Call him next time!



**AERO
Mayflower**
NATION-WIDE
FURNITURE MOVERS

America's finest long-distance moving service

NORELL CONTINUED



BROCADE MIDDY is Norell's luxury rendering (\$650) of baggy outfit of Charleston-dancing '20s. Sleeveless, it has mink at hips, tops chiffon skirt.



DEEP FLOUNCE forms the skirt of another reminder of the '20s, a satin evening dress (\$475) with deep scoop in back, is barely indented at waist.

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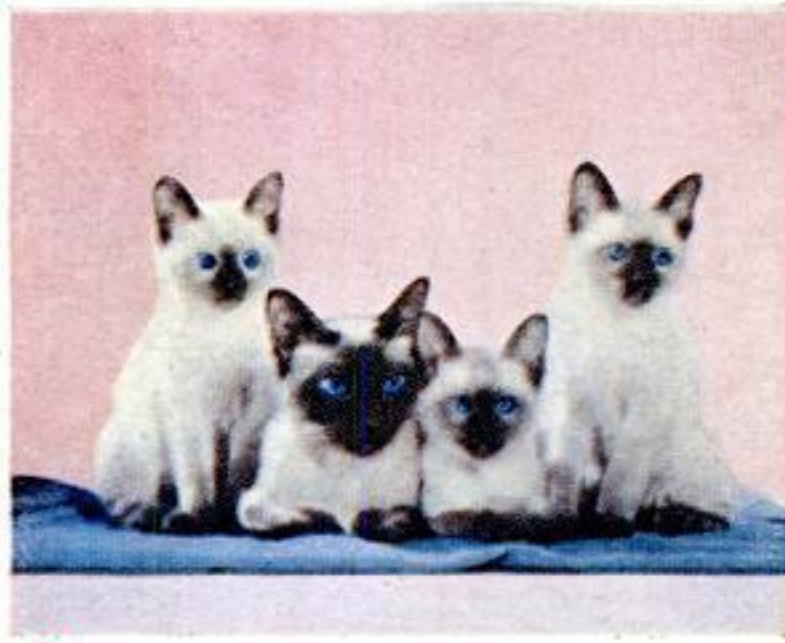
Cat Lovers...These Pictures Can Be Yours!

Special Offer for a Limited Time Only—by the Makers of Puss 'n Boots. Of all the beautiful photos taken for Puss 'n Boots by Walter Chandoha, world's greatest cat photographer, these are the twelve which have been requested most often by cat owners. Here's your chance to complete your collection, or to get the entire series at one time.



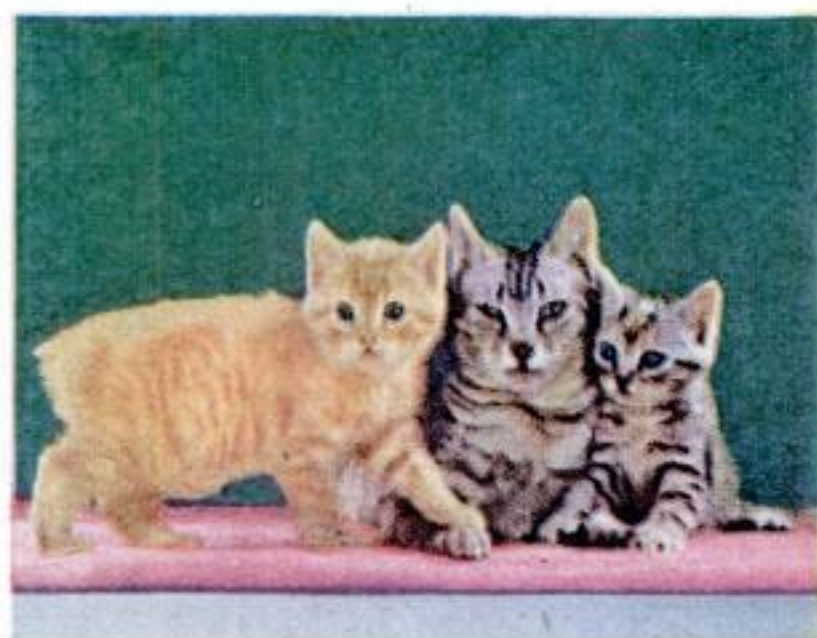
**Big 8"x10"
prints in
full color**

(Shown here 1/5 actual size)
These exclusive prints bring you 12 of the most beautiful cat photographs ever made. They are reproduced in striking full color on heavy coated paper, suitable for framing.



**Any 3 for
25c**

...and one Puss 'n Boots label.
Of course, you can order any 6 photographs for 50c and 2 Puss 'n Boots labels, any 9 for 75c and 3 labels. If you would like to have the complete collection of 12 pictures, just see the special offer outlined below.



**All 12
plus
free gift
for \$1.00**

...and 3 Puss 'n Boots labels.
With your order for 12 we'll send you free a copy of Walter Chandoha's 32-page book, "How to Photograph Your Cat". Tells you how you can make your own beautiful cat photos, using any camera! This beautifully illustrated book is not sold in stores.



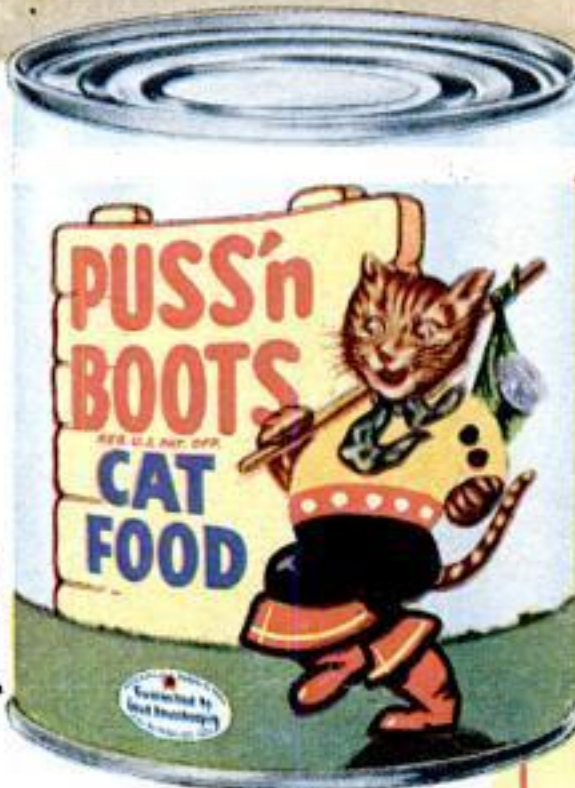
Good Nutrition Shows, Doesn't It?

Walter Chandoha's famous cat models, shown on this page, must be alert, graceful, and beautiful. To keep them that way, Mr. Chandoha feeds them Puss 'n Boots Cat Food regularly, because Puss 'n Boots is good nutrition.

Made from fresh-caught whole fish, with selected cereals and extra Vitamin B₁ (Thiamine) added, it contains every nutrient a cat is known to need. Pick up a week's supply now. Feed it regularly, see the difference in your cat!

PUSS'n BOOTS
is good nutrition

America's largest selling cat food...adds the plus in health, beauty, vigor



See "CAESAR'S HOUR" Saturday
Nights, N.B.C. Television.

Coast Fisheries, Div. of The Quaker Oats Company, Chicago 54, Illinois

USE THIS COUPON TO ORDER

Puss 'n Boots, Dept. L-66, Box 6586, Chicago 77, Illinois
Sirs:

- ☐ Please send me pictures circled below. I enclose 25c and 1 Puss 'n Boots label for each group of 3 pictures.
- 1 2 3 4 5 6 7 8 9 10 11 12
- ☐ Please send all 12 pictures, plus free gift. I enclose \$1.00 and 3 Puss 'n Boots labels.

NAME.....

STREET NO.....

CITY.....ZONE.....STATE.....

This offer expires Dec. 31, 1956



For safety in emergencies...Rayon Hi-Test Tire Cord

Most rescue cars rely on rayon for instant get-away and high-speed driving . . . proof that you can depend on rayon!

Volunteer Rescue Squads across the nation purchase and maintain the finest rescue equipment. Prepared for any emergency from near-drownings to major disasters, urgent calls send them dashing to the scene at tire-torturing starts, high speeds and punishing stops. Since Rayon Hi-Test Tires are safe for rescue cars, they're *safer* for

you. In fact, Rayon is the only cord that actually grows stronger as tires run hotter at high road speeds. No wonder 9 out of 10 cars ride on Rayon. For premium safety at no premium in price, insist on RAYON HI-TEST Tires. All automobile manufacturers use them as standard equipment. American Rayon Institute, Inc., New York.



The Rayon Cord from only one tire is strong enough to lift this 12,000-pound truck . . . safely! Pound for pound, Rayon Tire Cord is as strong as steel.

Be sure you ride on RAYON—world's leading tire cord



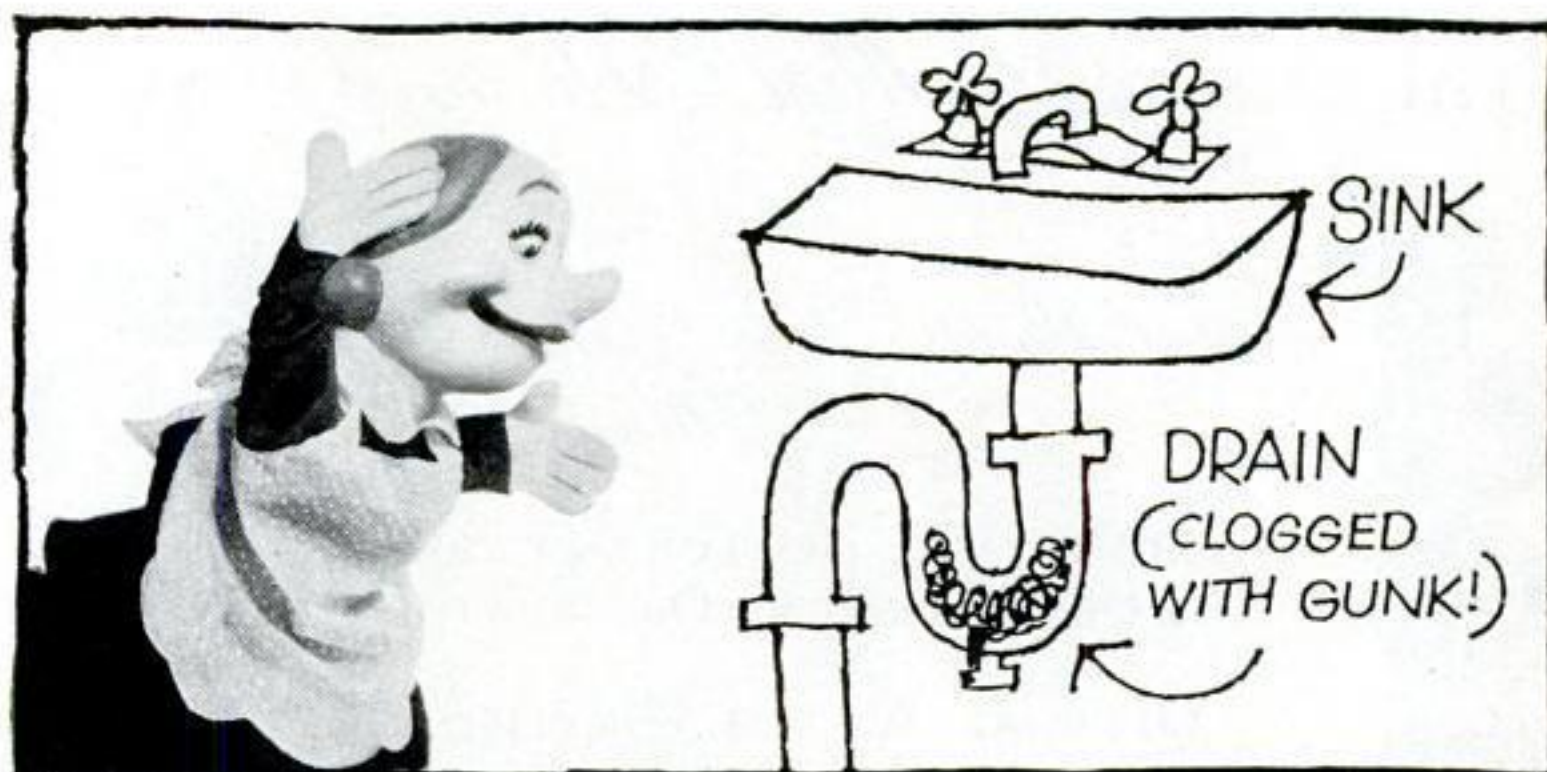
HOSTESS GOWNS which have simple tops and long sweeping skirts are: print silk with sable-edged sleeves and a flowing train (left, \$1,150), a scoop-necked lace bodice with velvet skirt (\$695) and an embroidered satin with boat neckline, cummerbund and skirt with unpressed pleats (\$585).



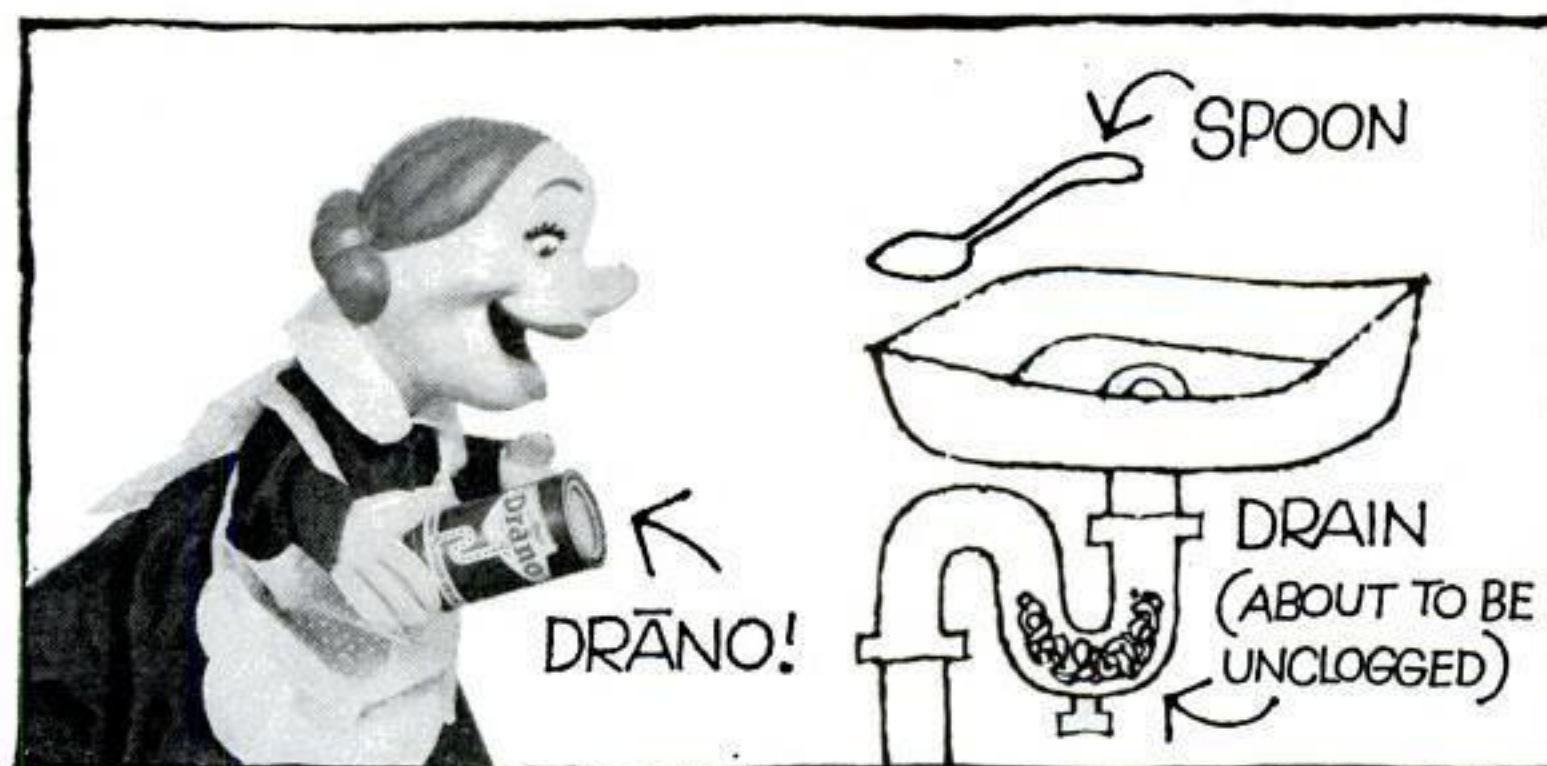
COSTLIEST OUTFIT is a mink-trimmed velvet coat which has beads embroidered in intricate pattern (\$3,000) over halter-topped red chiffon dress (\$500). The full Traina-Norell winter collection of 150 outfits, more sumptuous than ever, would cost approximately \$90,000 for a retail customer to buy.

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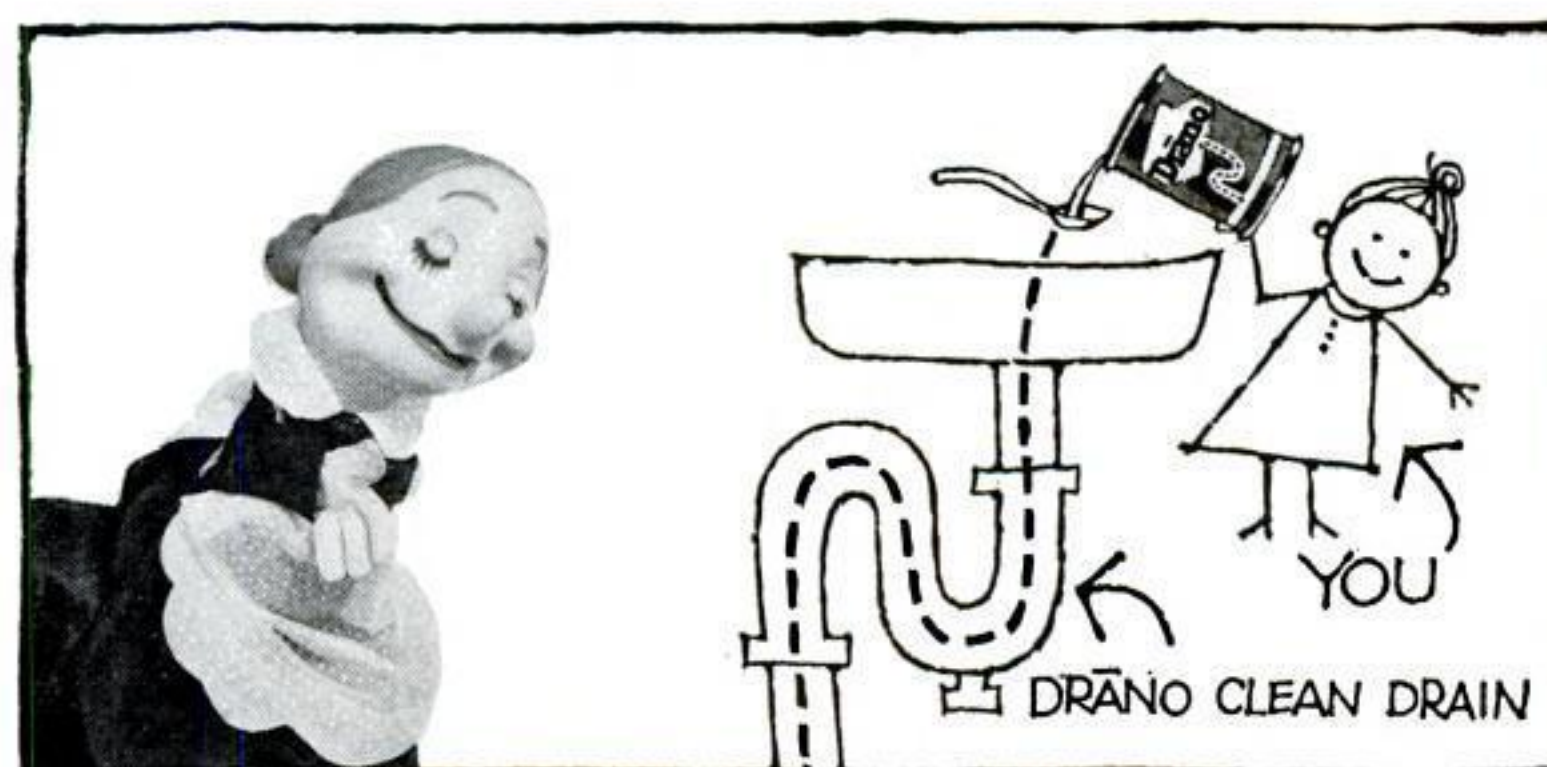
HOW 1½¢ A WEEK WITH DRÄNO CAN SAVE YOU COSTLY PLUMBING BILLS!



A sink pipe curves like an elbow. Unseen grease or waste collects there and causes water to flow slowly or back up into sink.

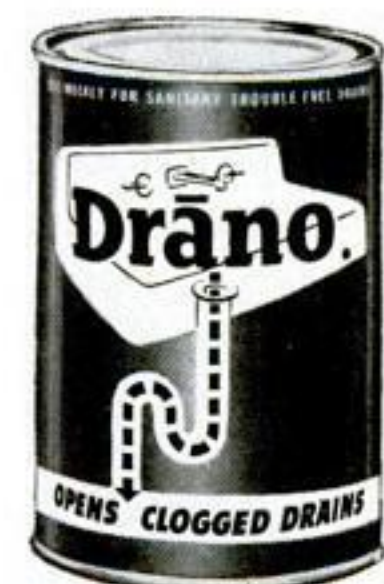


But Dräno's boiling, churning action scours drains clean in a matter of minutes. Keeps sinks free running. Makes septic tanks work even better!



For about 1½¢ a drain you can give every drain weekly Dräno care. It's such an easy, inexpensive way to keep things running smoothly.

DRÄNO OPENS CLOGGED DRAINS FAST!



1866 •

FOR 90 YEARS

• 1956

THE WORLD'S STANDARD OF EXCELLENCE

Longines

THE WORLD'S *Most Honored* WATCH

*Ten World's Fair Grand Prizes
28 Gold Medals*

HIGHEST HONORS FOR ACCURACY
FROM GOVERNMENT OBSERVATORIES

OFFICIAL WATCH FOR TIMING
CHAMPIONSHIP SPORTS THE WORLD OVER

THE FIRST WATCH
OF AVIATION AND EXPLORATION



A LONGINES WATCH IS *Traditionally* FINE

Throughout all the 90 years of Longines, there has been complete continuity of purpose—to make the finest watch, to present it beautifully—for the enjoyment and service of discriminating men and women. The 90th Anniversary Longines watches, now at your jeweler, demonstrate in the highest degree the traditional perfection which made *Longines the world's most honored watch*. The fact is that *every* Longines watch, whatever the type, is made to be the best of its kind. And that is true though you pay as little as \$71.50. Your Longines-Wittnauer Jeweler will be *honored* to serve you.

Illustrated—Longines Nocturne "C", 14K gold case set with six diamonds in coronets, with three interchangeable straps, \$225; Longines Centaur, 14K gold self-winding watch, fully protected against all common watch hazards, \$195.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER

NORELL CONTINUED



SKINNY SHEATH, which is narrow to the floor, has short sleeves and a high neck in front and back but is made of extravagant puckerd lamé (\$600).



BORIS KARLOFF, STAGE AND SCREEN STAR • BILL CORUM, NATIONALLY KNOWN SPORTS FIGURE

Boris Karloff and Bill Corum Settle an Argument

"There's no Martini like a Vodka Martini," says Boris Karloff. "It's the smoothest, driest, most satisfying of all."

"Challengers may come and go," counters Bill Corum, "but in my book, a Dry Martini made with fine, pot-stilled gin is still the winner."

"In either case, Bill, the real title-holder is Heublein; you can't beat any of their Cocktails."

Serve Martinis made with vodka or gin, but serve Heublein and you never compromise with perfection. Full strength, fresh from the world's largest bar, Heublein Cocktails are always a source of pride to the host, a delight for the guest. Nine kinds. Keep an assortment on hand.

VODKA MARTINI, 70 PROOF: EXTRA DRY MARTINI, 75 PROOF: MANHATTAN, 65 PROOF.



In Cordials, too—Heublein stands alone.

Heublein's full-flavored Cordials bring you true, rich flavors and exquisite bouquet. Connoisseurs say, "they are unsurpassed by any made anywhere."

Twenty of the world's favorite Cordials, Liqueurs and Fruit Flavored Brandies all at welcome domestic prices.

CREME DE MENTHE, 54 PROOF
BLACKBERRY FLAVORED BRANDY, 70 PROOF
CREME DE CACAO, 50 PROOF.
G. F. HEUBLEIN & BRO., HARTFORD, CONN.

HEUBLEIN COCKTAILS & CORDIALS

FULL-STRENGTH, READY TO SERVE

FULL-FLAVORED, DELICIOUS

Imagine yourself
in love in Paris... enter

LANE'S



To guard cashmeres, prized possessions, from moths—Lane's modern Lowboy in Blond Oak. Base drawer, gleaming brass pulls and ferrules. Also in Cordovan, Seafoam, Pearl Gray Mahogany or Walnut. **Continental**—#6126.



To keep private treasures under lock and key, Lane's rich Walnut chest with front panels of hand-somely matched woods. Also in Blond Oak, Pearl Mahogany or Sea-foam Mahogany. **Celeste**—#6071



Win-a-free-honeymoon Contest

Win an expense-paid ten days in PARIS... or a week in HAWAII, MEXICO, NASSAU, HAVANA, BERMUDA via Pan American, World's Most Experienced Airline
Go any time in the next five years... Nothing to buy... Anyone can enter

First prize winners fly First Class to Paris where they will spend ten days at the glamorous Hotel Ambassador with all expenses—including transportation, meals and scheduled entertainment—paid for by The Lane Company.

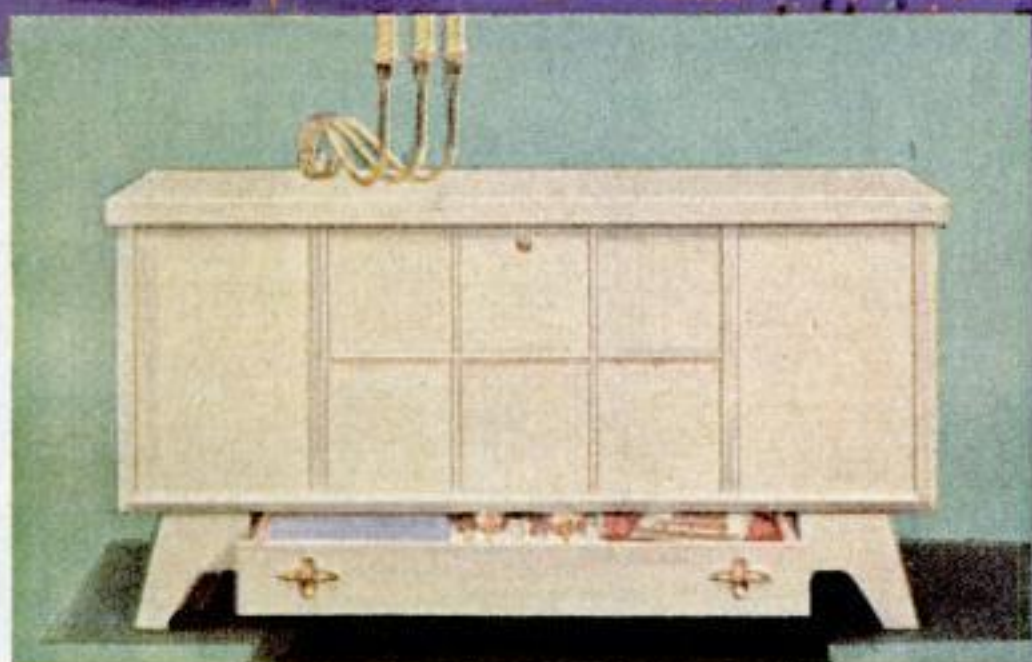
Five other couples will receive all-expense 1-week honeymoons in: *2nd Prize*—Hawaii; *3rd Prize*—Mexico; *4th Prize*—Nassau; *5th Prize*—Havana; *6th Prize*—Bermuda. In addition, each of the six honeymoon winning couples will receive \$200 to defray travelling costs to the point of embarkation.

Lane is also awarding 100 Polaroid Land Cameras which develop their own pictures in just 60 seconds. Snap the shutter, and a minute later lift out a dry print. *That means that Lane is awarding a total of 106 prizes!*

Everybody can enter—brides-to-be, husbands, wives, mothers and dads (*either for themselves or for their children*). There's nothing to buy, and you can take your honeymoon trip any time up to October 1, 1961. So, enter today!

Go down to your Lane dealer and ask him for an entry blank. It will fully explain how very easily you can enter—and *win!* Contest closes midnight, November 30, 1956.

When you see Lane's beautiful cedar chests, you will probably want one for yourself. And now is the time to buy one—Lane is offering bonus prizes of \$300 extra spending money to each of the honeymoon-winning couples who also purchase a Lane between October 1 and November 30, 1956.



Trousseau collecting? Entrust your treasures to the safety of this modern Lane in Blond Oak. Parquetry front, self-lifting tray, convenient base drawer, brass pulls—just right for flatware. Also Walnut. **Vanity Fair**—#6182.



For convenient storage space where you need it. Here, in Seafoam Mahogany with serpentine front, brass hardware. Or Mahogany in Pearl Gray, Cordovan, Fruitwood or Charcoal, and Walnut. **Princess Elane**—#6151.



Decorate with storage space! This 18th Century Lane adds a glowing note to any room, and provides storage for off-season clothes, blankets, other woollens. Drawer in base, simulated drawers above. In Mahogany. **Fairfax**—#6214.

LANE Cedar Chests

\$1 down, \$1 weekly at most furniture and department stores
Over 100 traditional and modern styles and finishes

Many Lane dealers are now offering convenient Christmas Layaway Plans. These special savings clubs make it easy for you to own or give a Lane: you make your selection while stocks are complete; just a small sum down will reserve the Lane of your choice for Christmas delivery. Then you pay later on easy weekly terms.

With every Lane, you receive a free moth protection guarantee underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. 652L, Altavista, Va. In Canada, Knechtels, Ltd., Hanover, Ontario.





Love alone is not enough!

Parakeets, like children, need something *more* than affection. Wholesome foods that also *taste* good are vital, too. French's Parakeet Treat is a balanced mixture of favorite seeds, enriched with extra vitamins, wheat germ, and yeast. It is one of the "Basic 5" foods of French's Natural Feeding Diet . . . the only complete diet scientifically prepared to give your parakeet *all* the benefits of the foods that wild birds enjoy.



KEEP YOUR PARAKEET HEALTHY AND HAPPY WITH **French's** NATURAL FEEDING DIET

A PRODIGY FOR HARVARD



WITH OTHER HARVARD STUDENTS TOWERING OVER HIM IN MEMORIAL HALL, FRED SAFIER JR. ARRANGES HIS SCHEDULE OF CLASSES DURING OPENING WEEK

At 12, Freshman Fred Safier is tops at calculus and reads Hegel for fun

Mingling with throngs of registering Harvard students last month, *Harvard Crimson* Photographer Bruce R. McAllister snapped an incongruous sight (above): a small boy who had evidently wandered in and slipped into line. Later, to his surprise, McAllister discovered that the boy had a perfect right to be there. He was Fred Safier Jr. of Berkeley, Calif., 12 years old and a full-fledged Harvard freshman.

Fred has been surprising people since the age of 3 when he asked his father, a German-born retired philosophy professor, to teach him how to read. He decided early to be a nuclear physicist. He mastered differential calculus, read Hegel for relaxation and gave chemistry lectures at his preparatory school. This summer he passed

the college entrance exams with top grades, scoring perfectly in advanced mathematics, and won a scholarship to Harvard.

In almost everything but brain power Fred is perfectly normal. He pursues boyish hobbies, plays tennis and has taken up fencing since reading *Cyrano de Bergerac* in the original French. To provide a normal home for the boy, Fred's father has come east to live with him in Cambridge. His mother is staying behind. Harvard itself can be counted on not to make a fuss over Fred. It has cradled a long line of child prodigies, from Cyberneticist Norbert Wiener, who was a graduate student at 14, all the way back to Cotton Mather, who was a year younger than Fred when he entered Harvard in 1674.



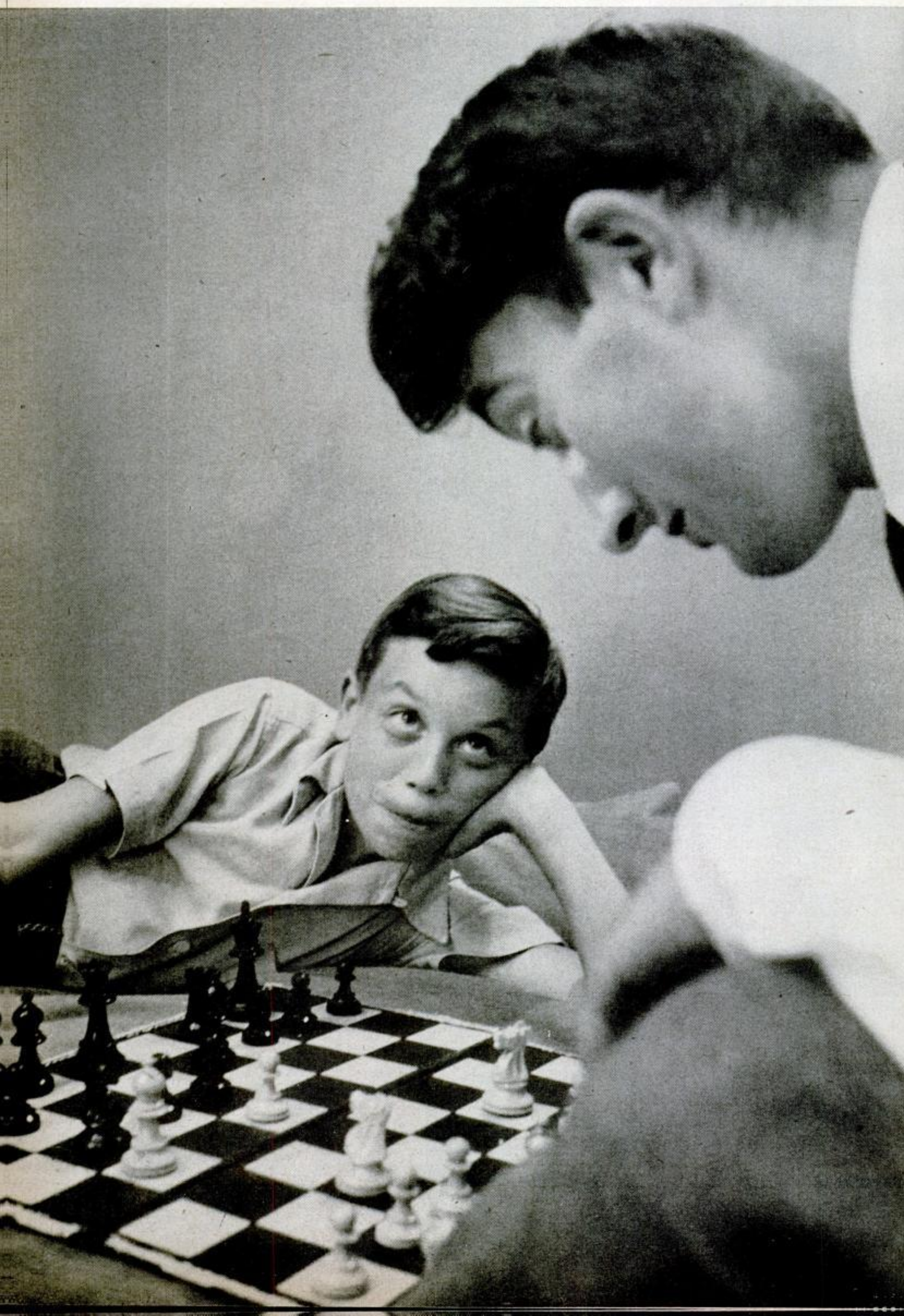
FLAIR FOR ACTING is shown by Fred at Berkeley home with a favorite toy: a cardboard theater.



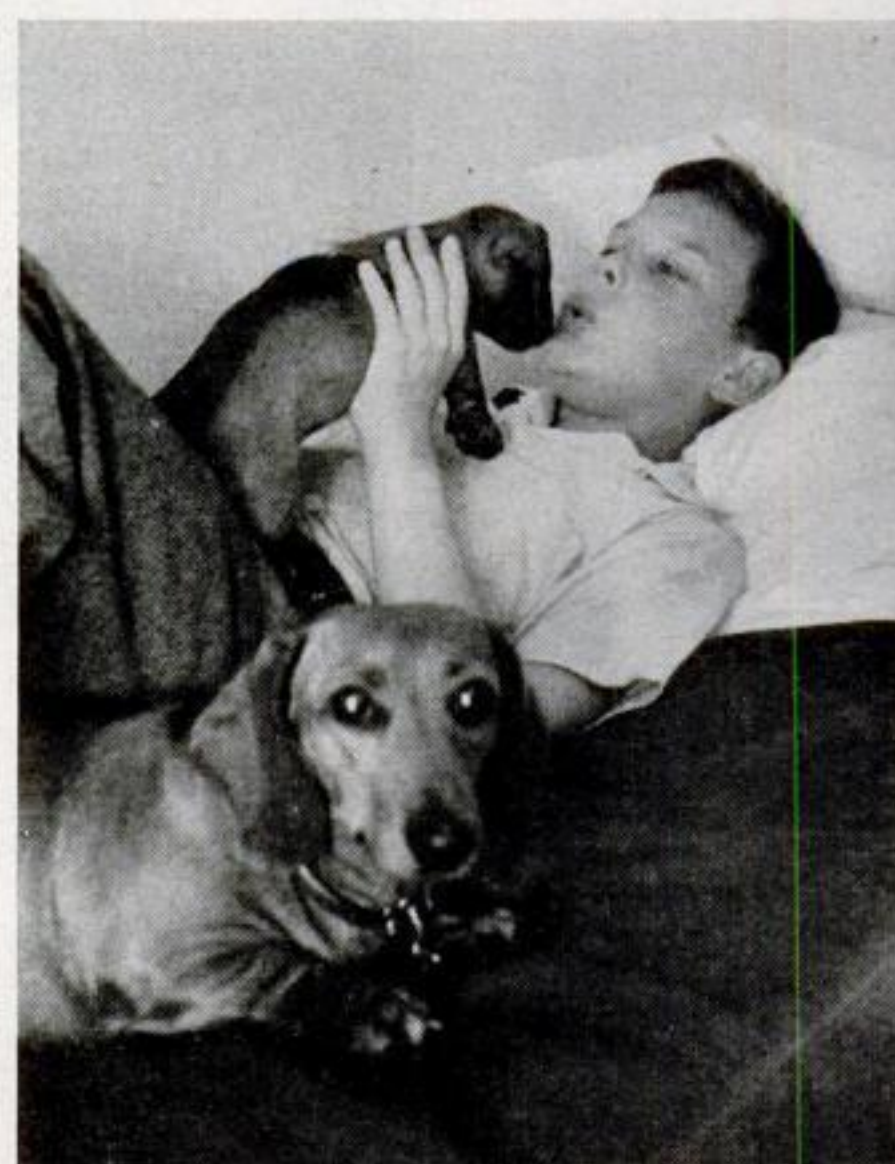
SMOOTH FOREHAND on a tennis court reflects Fred's concern with form, even at the cost of losing.



CRAFTSMANSHIP is fostered by a tiny kiln in which Fred makes enamel cuff links for his friends.



SCIENCE QUIZ is given by Keith Watson, a physics graduate student, who tutored Fred in Berkeley.



BELOVED PETS are dachshunds Heidi and puppy Sieglinde, which Fred is sadly leaving in California.

← **INTELLECTUAL COMPETITION** over chess finds Fred and Keith well matched. The game was a draw.

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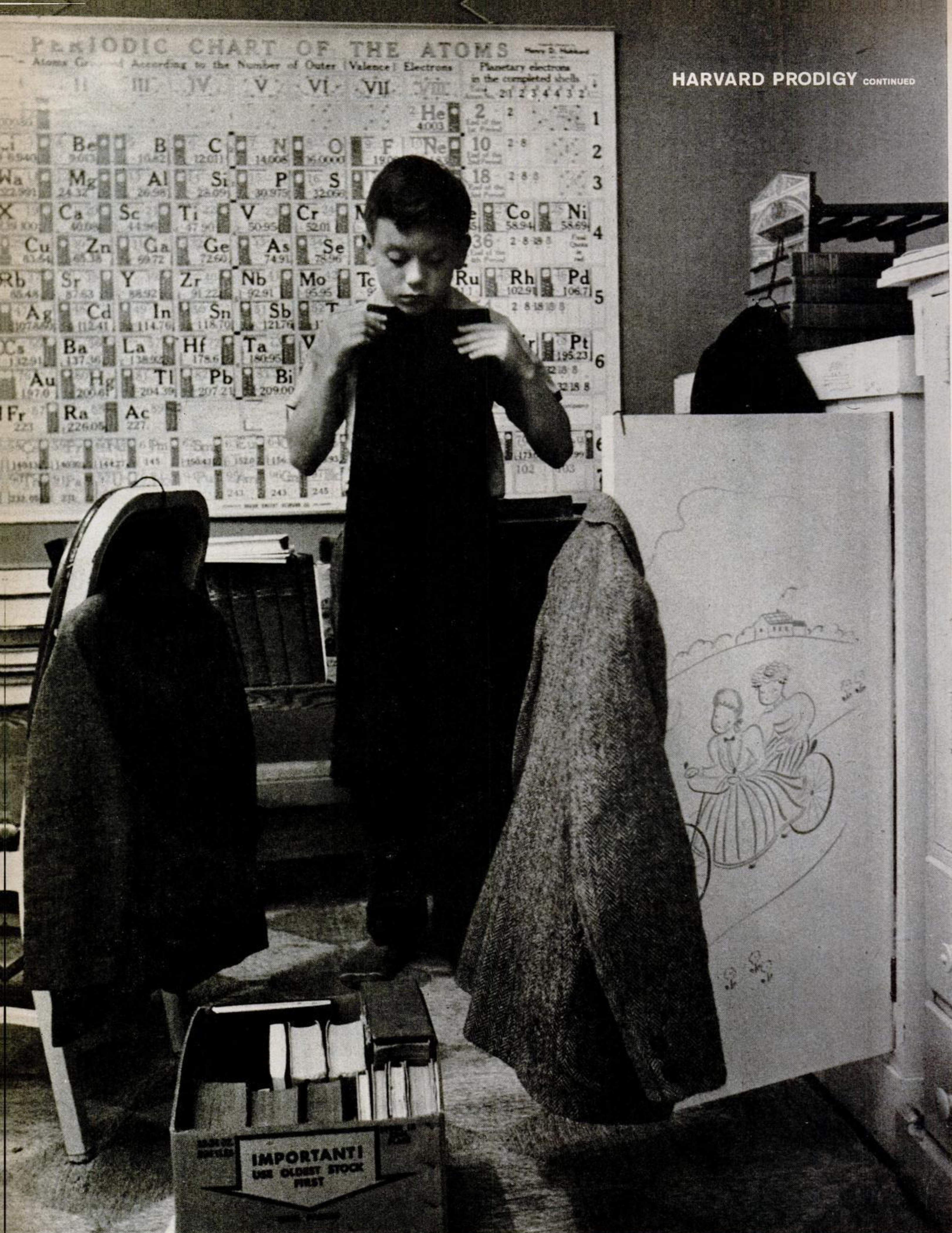
Natural tobacco goodness

THIS NEW PHILIP MORRIS HAS IT! A new roll of sweet, rich, true tobacco. And it's all tobacco, lip end, tip end—all the way through! Before you light it give it a couple of puffs. Get that taste? That's natural tobacco goodness. Then light up, and have a real good smoke. One is a promise. A pack is proof. A carton will really convince you!

This NEW Philip Morris **has it**



Crushproof Box
or Regular Pack



HIS ROOM AT HOME in Berkeley mirrors Fred's double nature: the adult in the wall chart of the elements, the child in a baby's closet (right). A meticulous

boy, he takes care of his clothes. Box in foreground contains mostly scientific books but he also took to Harvard works of Hugo and Robert Louis Stevenson.

*Wonderful way
to buy beer!*

New No-Deposit

Quart Bottles keep beer COOL

93% longer!

For people who like the convenience of a container you don't take back, new Party-Size Quart Bottles are the way to enjoy beer and ale at their best.



Stays colder between servings—keeps the just-right 40-50 degree temperature—An independent research laboratory tested single-use containers, found that beer in new Party-Size Quart Bottles stays cold far longer than in any other one-trip container, nearly *twice as long* as a 12-ounce can. This makes the quart bottle especially wonderful for parties—when consumption time varies.

Glasses above are Libbey's new Jardin pattern



Tastes better because glass guards beer's flavor—These new quarts pamper beer's flavor-peak. Prove it yourself. Just open a quart bottle and pour—pour the beer straight into a glass. Let it aerate freely down the neck of the bottle, over the bottle's clean lip. Let the beer form its natural head. You'll notice the difference with the first refreshing sip. Pick up your favorite brand of beer and ale in Party-Size Quarts next time you shop.

Glasses above are Libbey's new Adagio pattern

Serve these PARTY-SIZE GLASS BOTTLES this weekend—*you don't take 'em back!*

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1. DUALIFT—classic fit, superbly smooth uplift! Cotton. Only \$1.50

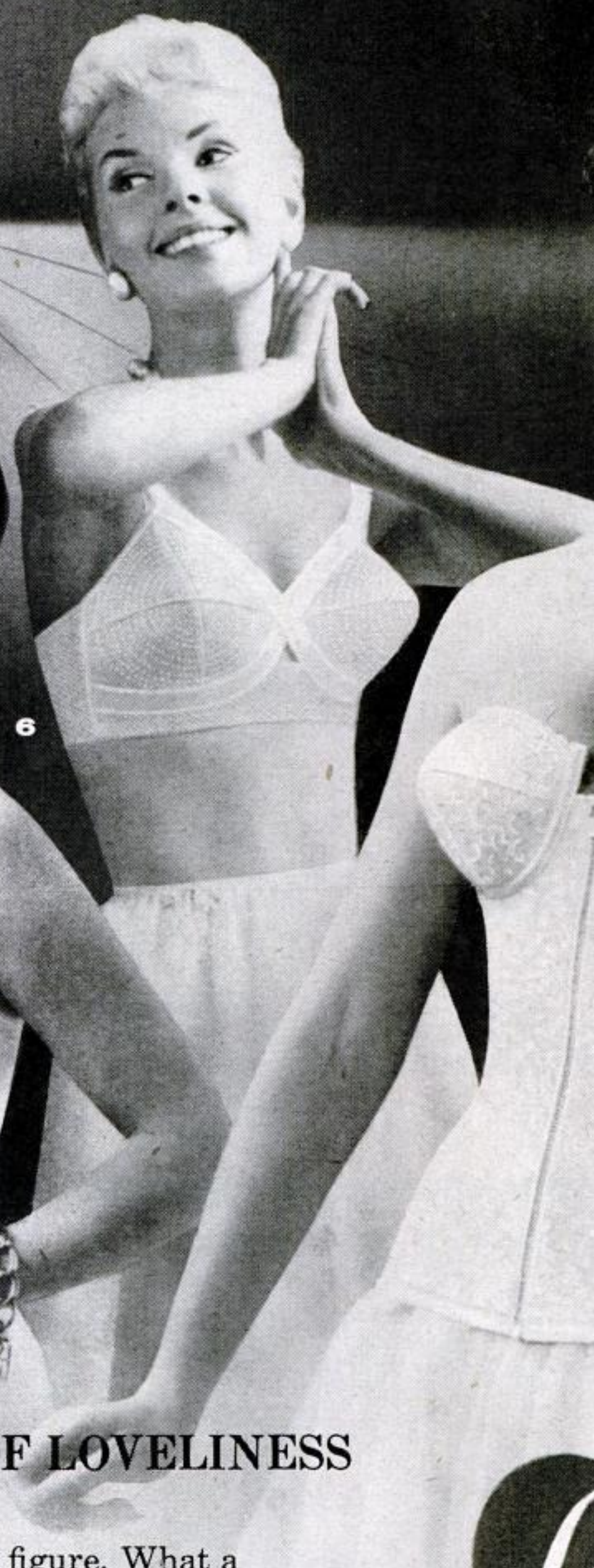
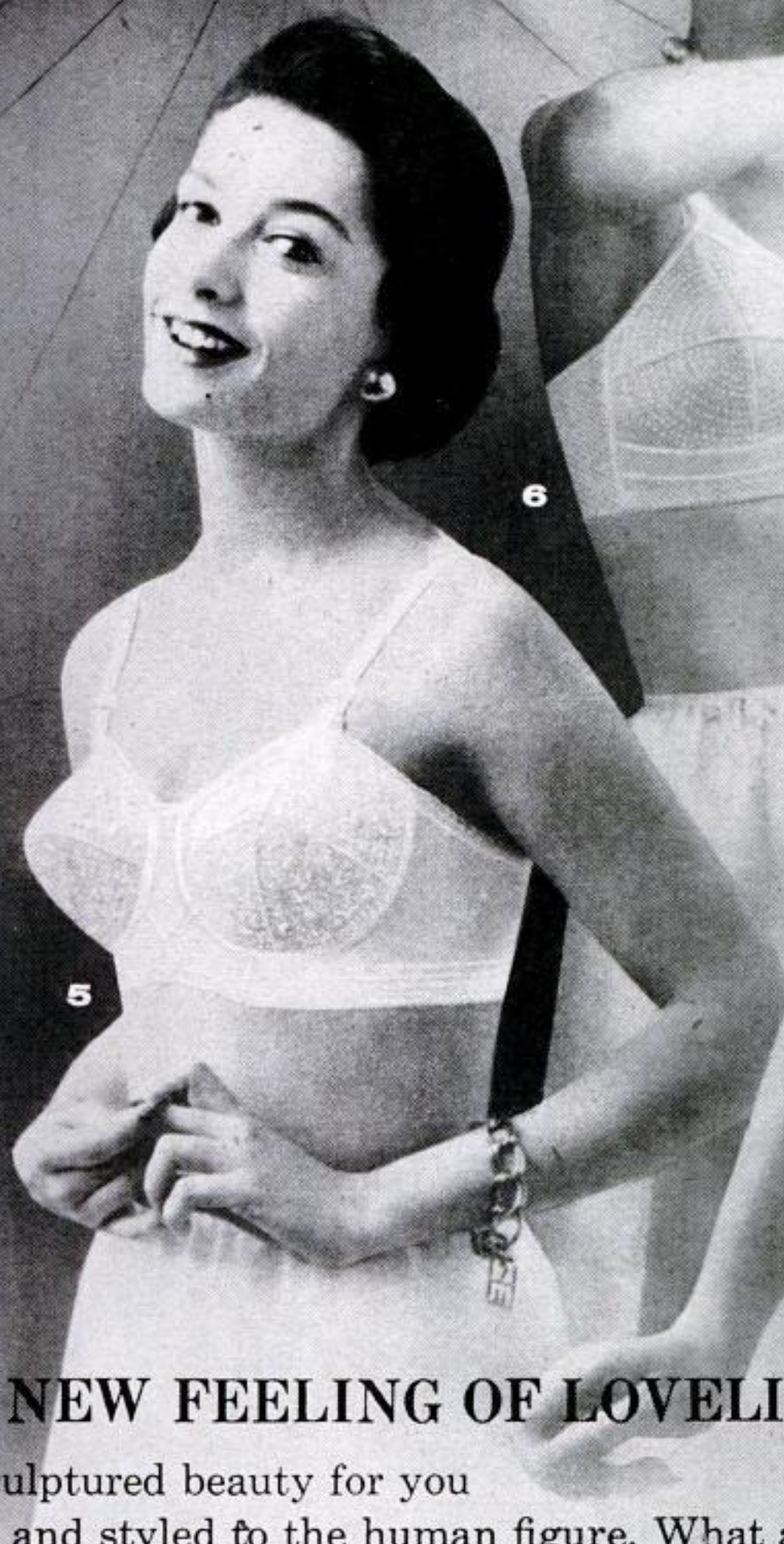
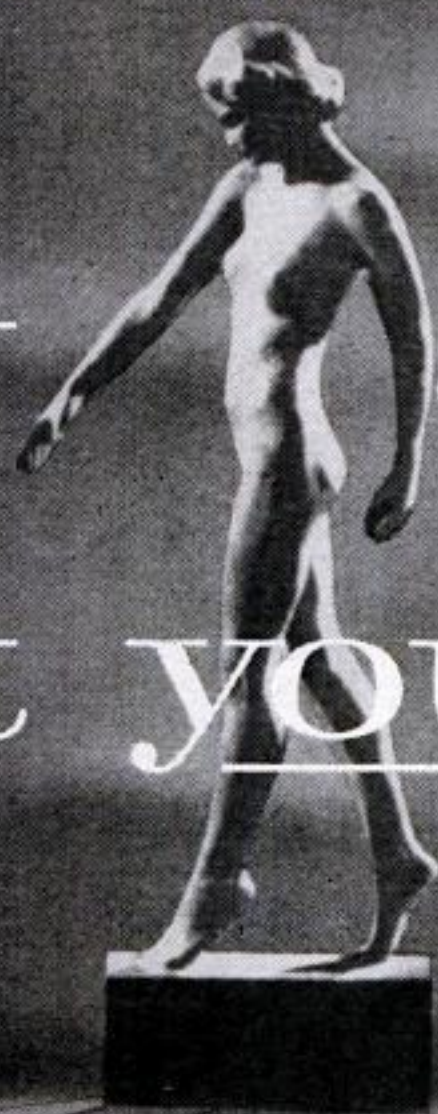
2. RUN-AROUND—stitched cups, ringed with satin. Cotton. Only \$1.

3. RINGLET—famous for body sculptured fit. Cotton, nylon. Only \$1.50

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Sculpture by Virginia Morris Pollak. Alva Studios, Inc.

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A MORE THAN LIFE-SIZE BRONZE NUDE BY BELGIAN SCULPTOR GEORGES GRARD LIES STRETCHED OUT LIKE A SUNBATHER ON THE SHADOW-DAPPLED GRASS

Loungers on a Lawn

While the rest of Paris is bustling with autumn activity, a less mobile group of visitors to the French capital may still be seen lounging about the park of the Rodin Museum in attitudes of Indian summer indolence. They are among the attractions of the museum's huge international exhibition of sculpture which, for the past three months, has been honoring

the work of artists from 19 countries. Scattered through the groves, arrayed about the pools and over the lawns of the park, the stone and metal sculptures take on a startlingly life-like look. Though there are more than 150 of them of many varying styles, the 7½-acre park provides them with plenty of space and solitude to bask in the sun, daydream under trees.

AT EDGE OF POOL, BRONZE SEAL BY CZECHOSLOVAK, JAN LAUDA, EYES SKY



AT EDGE OF PATH, IRON WOLF BY BELGIAN RIK POOT SCRUTINIZES EARTH





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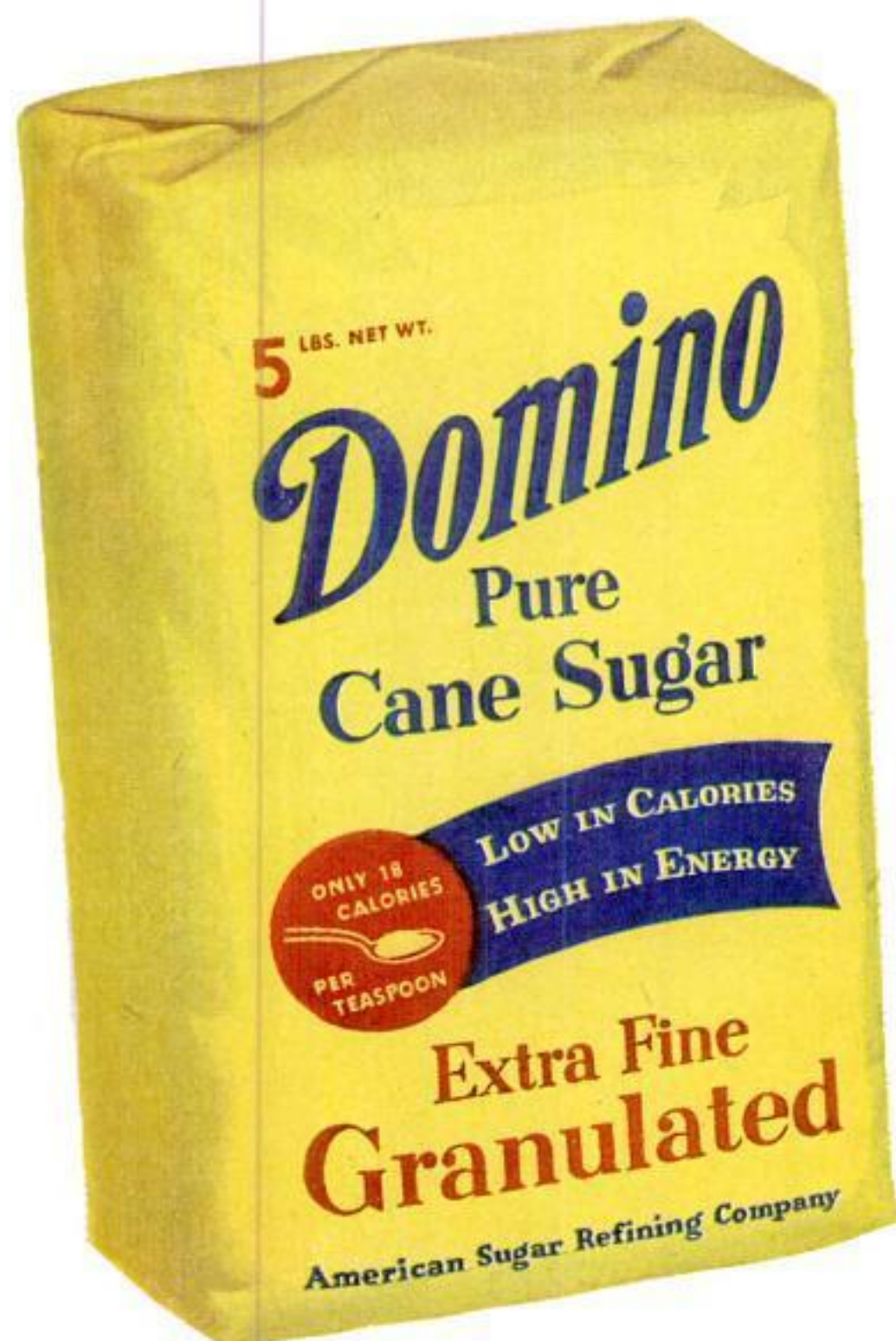
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So don't deny yourself the delicious *extra flavor* Domino Sugar adds to every meal.

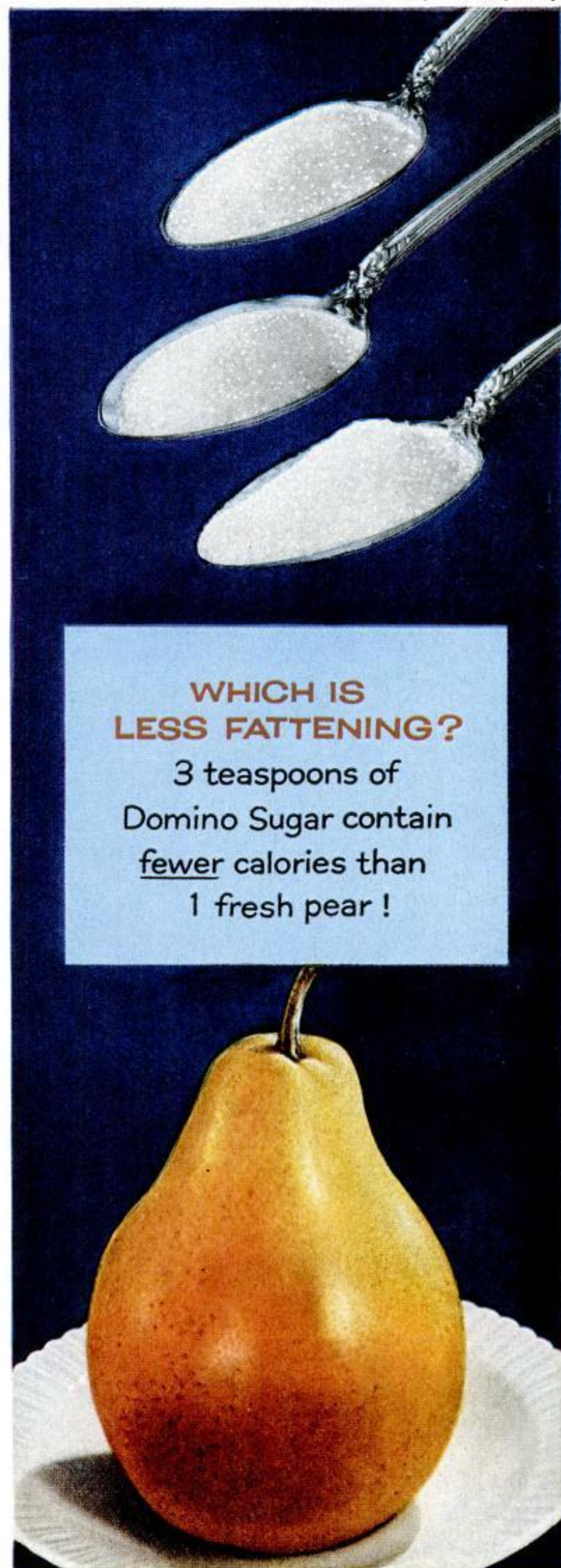
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54 Calories (18 per teaspoon)



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3 teaspoons of
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95 Calories

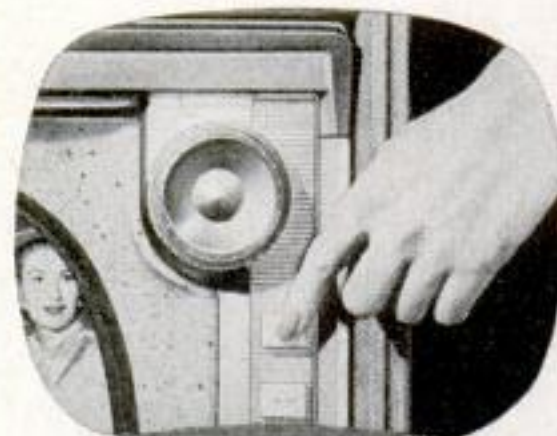
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NEW T

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One tap...

To change channels, just tap Motorola's Station Selector button.



Click...

Instantly, Motorola TV blanks out picture and sound, and quick as a click...



Next channel

... your next channel is there, picture and sound perfectly tuned!

NOW IN FINE



TRANSITIONAL—The clean straight lines and soft gold accents of this Motorola Self-Tuning table model blend perfectly into any decor. Available in Sienna Mahogany or Blond Oak grain finish, with a wide choice of matching bases, it offers outstanding performance at low cost. Model A21T35

FROM MOTOROLA

TV that really s itself

A tap of the button... at the set
or across the room... and Motorola TV changes channels, brings in the
next one instantly, silently—with perfect picture and sound.

No more fussing or fumbling with fine-tuning. New Motorola® TV does everything for you at the mere tap of a finger.

When your new Motorola TV is delivered, every channel is fine-tuned exactly right for your home. To change channels, you just tap a button and the next channel comes in with perfect picture and sound.

Find out how completely enjoyable TV can be. See your dealer and tap the button on a new Self-Tuning Motorola TV—very soon.

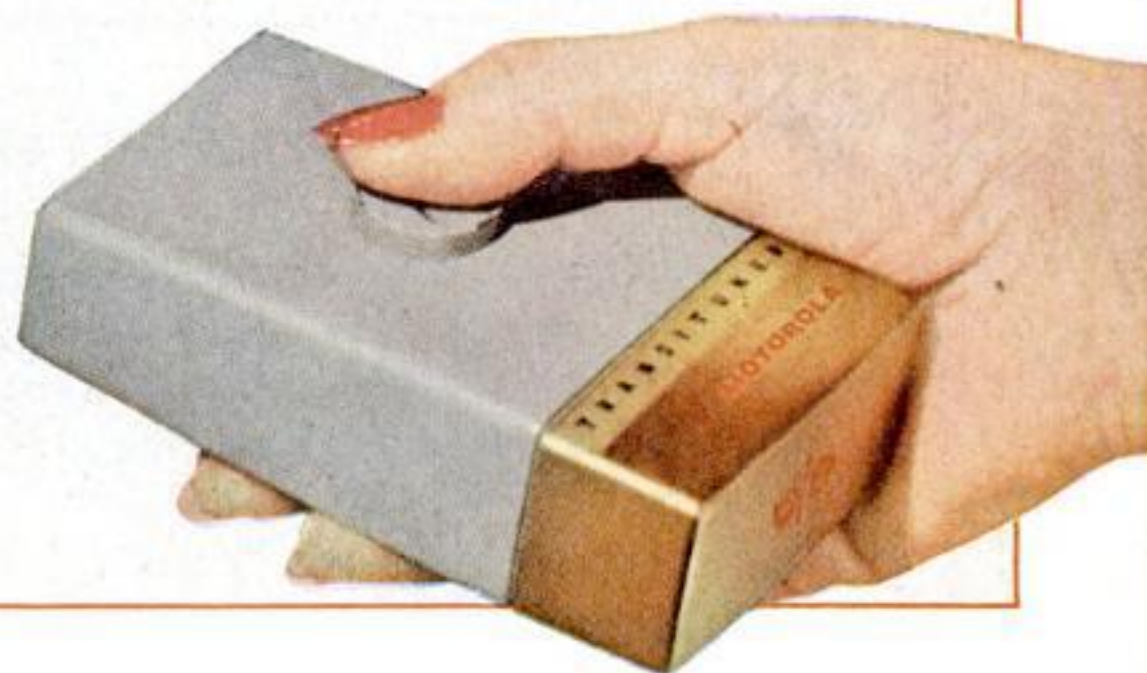
More to enjoy

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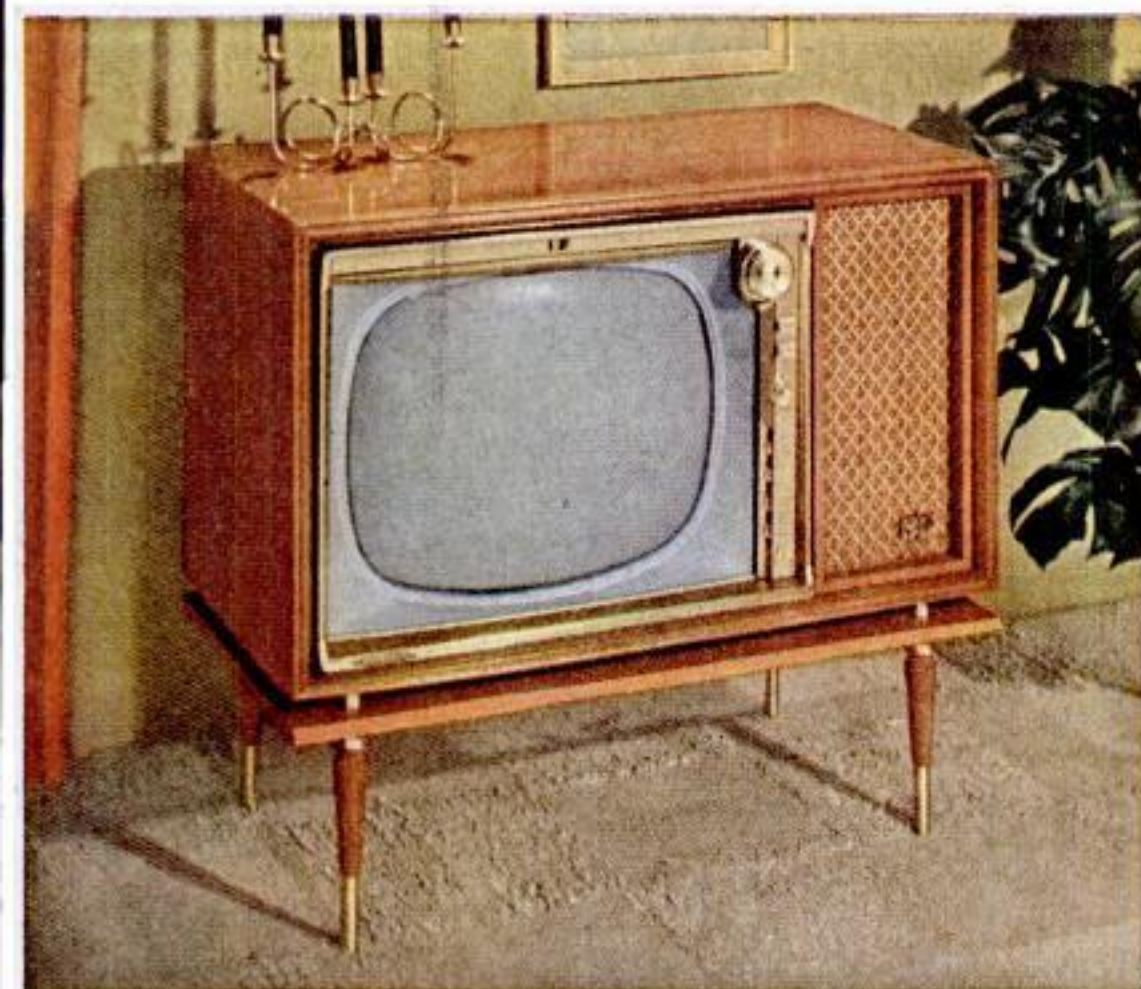
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ANOTHER MOTOROLA EXCLUSIVE! New all-transistor wireless remote control

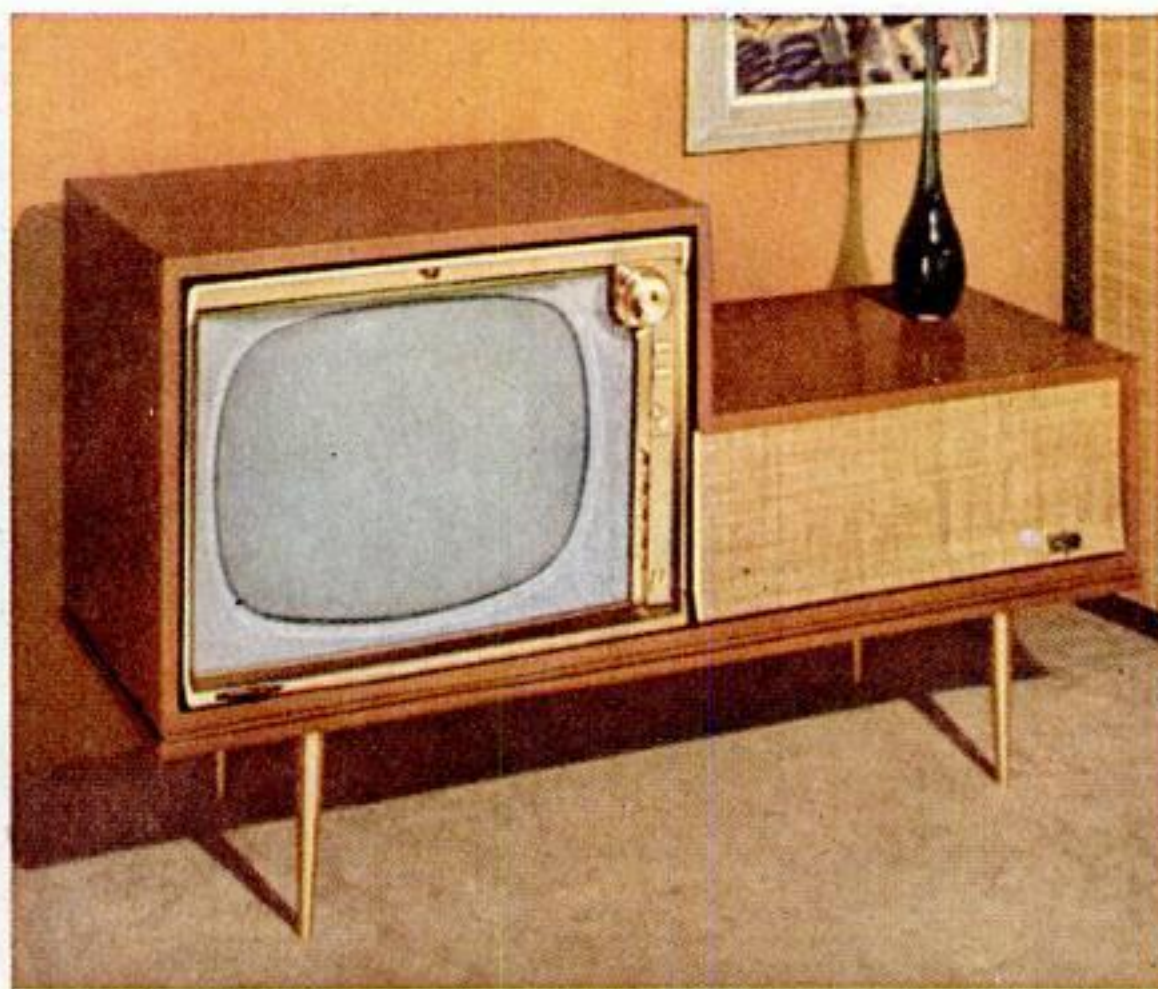
Change TV channels from your easy chair—without wires or flashing lights! Merely tap new "Transituner" and change channels perfectly—from clear across the room. It's another Motorola transistor miracle. Try it today!



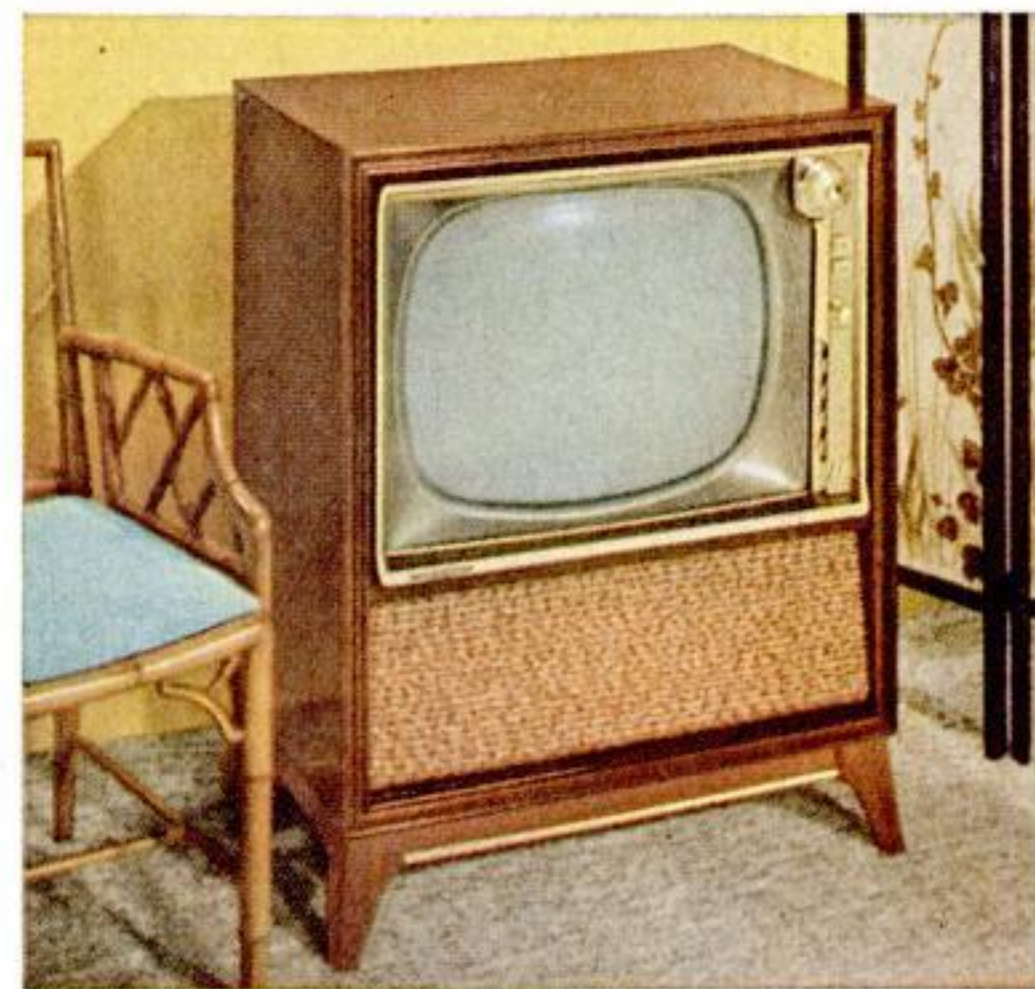
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CONTEMPORARY—This handsome Motorola Self-Tuning console features the long, low look so rightly associated with contemporary design. Offered in choice of California Mahogany or Blond wood, it features everything you could possibly want in a TV set. Model A21K60



MODERN—Motorola has combined the finest Self-Tuning television with a four-speed Hi-Fi phonograph in this distinctive Walnut wood cabinet. A truly remarkable instrument, it is designed to accent the modern home with the finest in sight and sound. Model A21F6



TRADITIONAL—The simple elegance of this deluxe automatic Motorola console blends with the warmth of traditional surroundings. Available in either Mahogany or Champagne Mahogany grain finish, it brings you the ultimate in TV enjoyment. Model A21K59

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"Imagine . . . for \$99.95, a set regularly priced at \$124.95! Includes Crib with Snap-Fast hardware and double drop sides in popular finishes, 4-drawer Chest, and Mattress, all in new Bunny design. Separate pieces specially priced too: Crib \$39.95, Chest \$49.95, Mattress \$12.95. And if you buy complete nursery or either Crib on this page, I'll send you free a Crib Bumper Pad worth \$3.75! Stores have full details, and easy terms."

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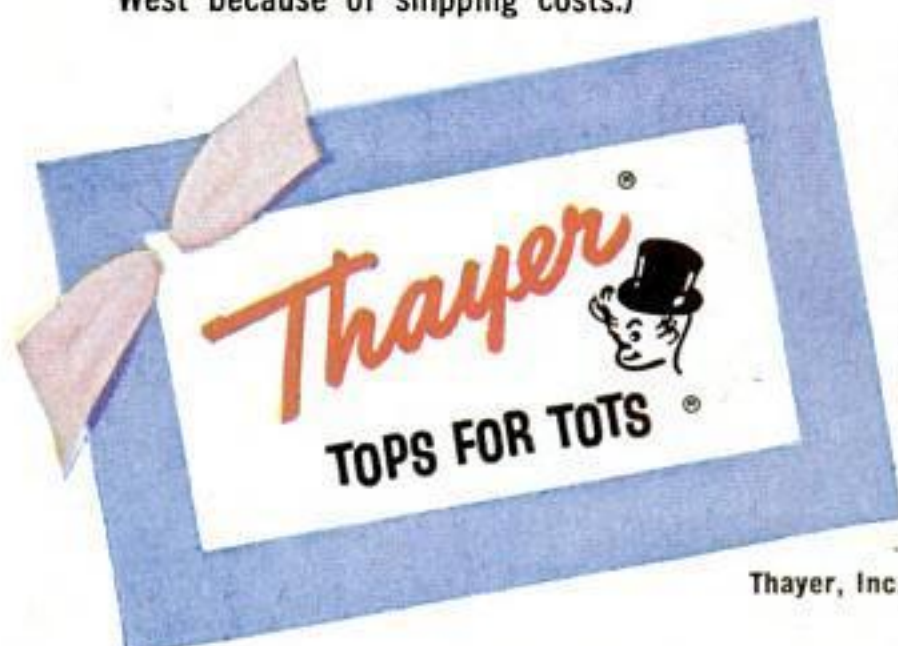


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THAYER "JOLLY BOUNCER". Hours of fun for baby in this springy little chair. **\$7.95**

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"GENTLEMEN, THE PRESIDENT," announces Presidential Secretary Shanley (at door) as Eisenhower enters meeting. Counterclockwise from door are Presidential Assistant Adams, Cabinet Secretary Rabb, Special Assistant Stassen, Agriculture Secretary Benson, Defense Secretary Wilson, Secretary of State Dulles, Postmaster General Summerfield, Labor

Secretary Mitchell, Defense Mobilization Director Flemming, Budget Director Brundage, Civil Service Chairman Young, Health, Education and Welfare Secretary Folsom, Commerce Secretary Weeks, Attorney General Brownell, Vice President Nixon, Treasury Secretary Humphrey, Interior Secretary Seaton, U.N. Ambassador Lodge, Deputy Assistant Persons.

The New-Model Cabinet

IN ACTION IT REVEALS EFFICIENCY OF UNIQUE EISENHOWER SYSTEM

by JOHN L. STEELE, LIFE White House Correspondent

IN the coterie of Franklin Roosevelt's early New Deal, Thomas G. ("Tommy the Cork") Corcoran knew no peer as a tough, veteran inner-circle combatant. Not long ago Corcoran, who is now a Washington lawyer but still a strong Democratic partisan, was making predictions about the changes which a Democratic administration would make if it came to power next January. After blithely forecasting the reversal of most of the present administration's policies, Corcoran came to a very important exception. At least one Eisenhower innovation, he said, would remain as an integral part of the American governmental system. It was Dwight Eisenhower's new concept and use of the Cabinet.

It is now possible, using firsthand accounts of what actually goes on, to make a complete analysis of how this unique system works when the Cabinet faces major decisions. Tending to its own business, without the public and private cacophony of other years, the Eisenhower Cabinet has become an invaluable permanent force for effective government. Under him the Cabinet has adopted a system of strict staff work, meticulous preparation and drastic, sometimes brutal, follow-through on decisions for the purpose of conserving what the President regards as "one of the nation's most valuable natural resources, the time and energies of the men sitting at the rim of the Cabinet table." With no independent authority of its own, indeed no definite constitutional status as an entity, the Cabinet has become the very antithesis of the bromide that once labeled it any President's worst enemy.

In fact the old cry that business management must be brought to government has been replaced by a conscious effort to bring

this particular governmental system to business. This year a New Jersey container corporation, the chamber of commerce of a large Ohio city, and an important New York trade association, among others, have been studying Cabinet functions and methods with a view to adopting them.

The history of presidential Cabinets has not always been a happy one. Strong Presidents often have ignored their Cabinets. Andrew Jackson found his such an encumbrance that he refused to meet with it for almost two years. Theodore Roosevelt frequently acted first, then told his Cabinet afterward. Weaker Presidents have been prisoners of their Cabinets. Under James Buchanan the Cabinet reached unprecedented heights of ascendancy. Andrew Johnson was impeached when he sought to discharge his Secretary of War. Cabinet feuding and struggles for power have marked several recent administrations; Cabinet meetings were often devoted to consideration of the trivial, and Cabinet officers took up the important matters with the President in clandestine, side door visits to his office.

In essence the members of the Cabinet wear two hats. First, they administer for the President the sprawling departments of government. Second, they act as intimate advisers to a Chief Executive who alone has the power of decision. Unlike the British cabinet, ours has no joint responsibility with a Chief Executive for governing. The Cabinet is precisely what a President wants to make it. The President appoints his Cabinet officers (with the consent of the Senate), ignores or listens to them at his own pleasure, fires them at will.

Whatever the nature of a President's transactions with Cabinet members, they are carefully protected from outside eyes and ears.

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TUMS scientific formula works faster, safer, surer than soda or alkalizers... which may actually upset your digestion, prolong your discomfort.

TUMS are ideal because they neutralize only the excess stomach acid... safely, instantly, wherever you are!

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For acid indigestion, heartburn, and gas, just eat one or two tasty TUMS. They quickly dissolve just right to get to the stomach fast... and neutralize the excess acid that causes your distress. No water needed. Take 'em wherever you are, as grateful millions of busy men, women and children are doing every day.



Vacuum Tin \$1
12 10¢ rolls with
Metal Carrier FREE

FOR THE TUMMY

Still Only 10¢ a Roll, 3-Roll Pack 25¢



PRESIDENT'S CABINET SEAT at the center of the octagonal table is the only one with blotter and telephone. His leather agenda book, note pad with pencil and chair with name plate are identical with Cabinet members'.

NEW-MODEL CABINET CONTINUED

No verbatim record of Cabinet proceedings is kept. Members are constantly admonished by the President to protect current Cabinet secrets; and his admonitions in recent years have almost unfailingly been heeded, to the frustration of the press.

Friday, 9 a.m.

THE Eisenhower Cabinet usually meets at 9 o'clock on Friday mornings, though the time and day are subject to change. The members always gather a few minutes before the scheduled hour and exchange the half-serious, half-bantering talk of old friends. There have been only three Cabinet changes in the Eisenhower administration, hence there is an unusual sense of intimacy and continuity. A moment before 9, a silence falls over the room. The Cabinet arises as Presidential Secretary Bernard M. Shanley announces: "Gentlemen, the President." The President utters a greeting, is seated, and then, as the Cabinet officers pull their black leather, straight-backed chairs to the table, he murmurs, "We will observe a moment of silent prayer."

The Cabinet room itself, just down the corridor from the President's office, has light green walls, a heavy, darker green rug to muffle the sound and olive-green drapes. The long, octagonal-shaped mahogany Cabinet table was presented to Franklin Roosevelt by Jesse Jones in 1941. The President sits in the center of one side of the table, with Secretary of State Dulles on his right and Defense Secretary Wilson on his left. Vice President Nixon sits directly across the table, flanked by Treasury Secretary Humphrey and Attorney General Brownell. Seating is by "criss-cross" protocol—the ranking Cabinet officer at the President's right, second ranking at the Vice President's right, next ranking to the President's left, and so on. This is the lone Cabinet concession to protocol. Each member's chair is marked with a small brass name plate on the back. Traditionally, a Cabinet officer's subordinates purchase the chair from the government (\$110 plus \$3.50 for the name plate) and present it to their chief on his retirement.

Farther down the table sit the men who, though not Cabinet officers, hold Cabinet rank and regularly attend the sessions: Henry Cabot Lodge Jr., ambassador to the United Nations; Harold E. Stassen, who is back on the job as presidential assistant for disarmament problems; Philip Young, chairman of the Civil Service Commission; Defense Mobilizer Arthur S. Flemming; Budget Director Percival F. Brundage. At the ends of the table sit members of the President's personal staff: Sherman Adams, Assistant to the President; Wilton B. Persons, Adams' deputy; and Maxwell Rabb, the first official secretary a presidential Cabinet has ever had. Before each man lies a small note pad with a gold-colored metallic pencil and a large, black loose-leaf notebook embossed in gold with the words "The Cabinet" and with his title.

The black Cabinet book is, in fact, the symbol of the Eisenhower Cabinet system. In it is the meticulously prepared Cabinet agenda. In it too are the Cabinet papers for each agenda item. Days or weeks of work are behind them; they are accompanied by one-page

CONTINUED



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The *Start-O-Scope* check-up is just one of many valu-

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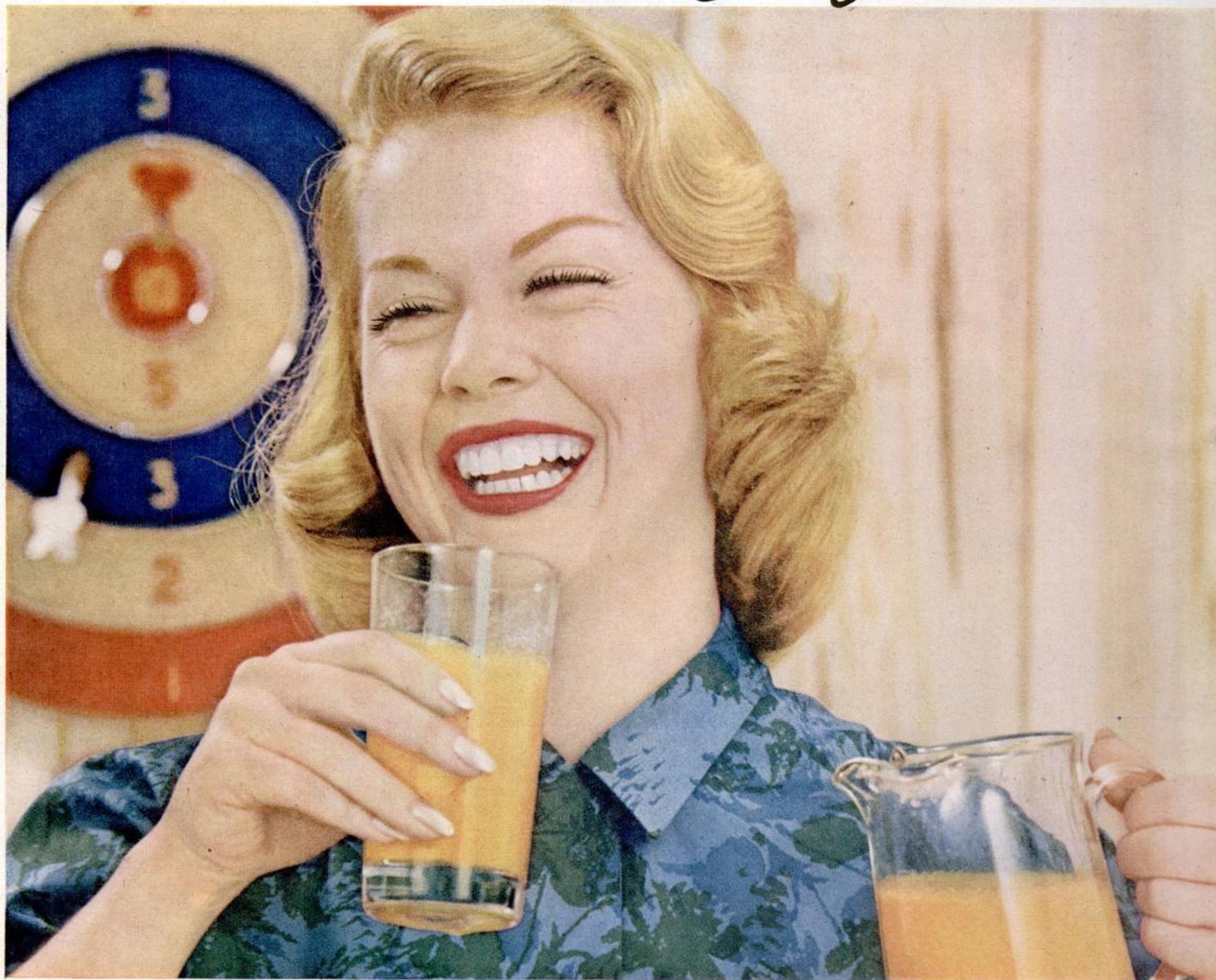
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COSTS LESS . . . only pennies a glass! It saves you money . . . saves work, too. Get several cans of Frozen Orange Juice today —always keep a week's supply on hand.

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YOU!



**CONCENTRATED
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One 6-oz. can
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NEW-MODEL CABINET CONTINUED

briefs, mimeographed on special blue Cabinet paper with the headline "For Consideration." Yellow sheets of "Information" paper cover agenda items on which no action will be required. After each meeting, white sheets headed "Action" are used for all items on which decisions have been made. Once every three months the white "Action" sheets are compiled in an "Action Status Report," so that the President and his Cabinet at a meeting can assess work accomplished and delays and shortcomings—if any. These meetings are, half in fun, referred to as "operation needling."

At the heart of the system sits an incredibly hard-working, high-strung but slow-spoken man—46-year-old Maxwell Rabb, an erstwhile Brookline, Mass. lawyer. Two former Massachusetts senators whom Rabb has served as an assistant, Sinclair Weeks and Lodge, now sit with him at the Cabinet table. In 1952 Rabb worked with the tight little Ike-before-Chicago group as Lodge's troubleshooter when Lodge was the Eisenhower campaign manager.

Cabinet nerve center

RABB serves, often from 7:30 a.m. to the same hour at night, as the President's prime agent for Cabinet affairs. His telephone conversations range across the entire scope of the government's executive branch. Unbelievably, in the hierarchy of official Washington, Rabb has only one assistant, 34-year-old Bradley Patterson Jr., a government career officer and a keen student of the new science of government business methodology. Fanning out from the Rabb-Patterson offices on the attic floor of the White House business wing are organization chart lines running to the desk of a major official in each department, who serves as the special assistant for Cabinet coordination. He is always a high-ranking officer literally at the elbow and ear of his department chief.

The complex flow between White House and executive departments, via Rabb's office, can be illustrated in a hypothetical case. Let us assume that the State Department wants Cabinet authority to enter upon a new round of tariff negotiations. First a written request to Rabb's office asks inclusion of the plan on the Cabinet agenda. On receipt of this, Rabb's office writes back asking State to prepare a formal paper for Cabinet circulation two weeks before the Cabinet meeting at which the trade negotiation proposal is to be on the agenda. State is also instructed to ascertain the views of the Commerce Department, always sensitive to important competition for American businessmen; of Agriculture, searching for new outlets for American farm surpluses abroad; of Labor, which must be on guard against possible dislocation of American labor in economic soft spots. This, in the jargon of government, is called lateral coordination—more simply, making certain that the right hand knows what the left hand not only is doing, but plans to do.

Perhaps an interdepartmental committee of State, Commerce, Agriculture and Labor is set up. Finally State is ready with its Cabinet paper which is circulated to each departmental special assistant for Cabinet matters. He in turn studies it with his chief. Thus each Cabinet officer is sure to be fully briefed on every Cabinet agenda item that comes up.

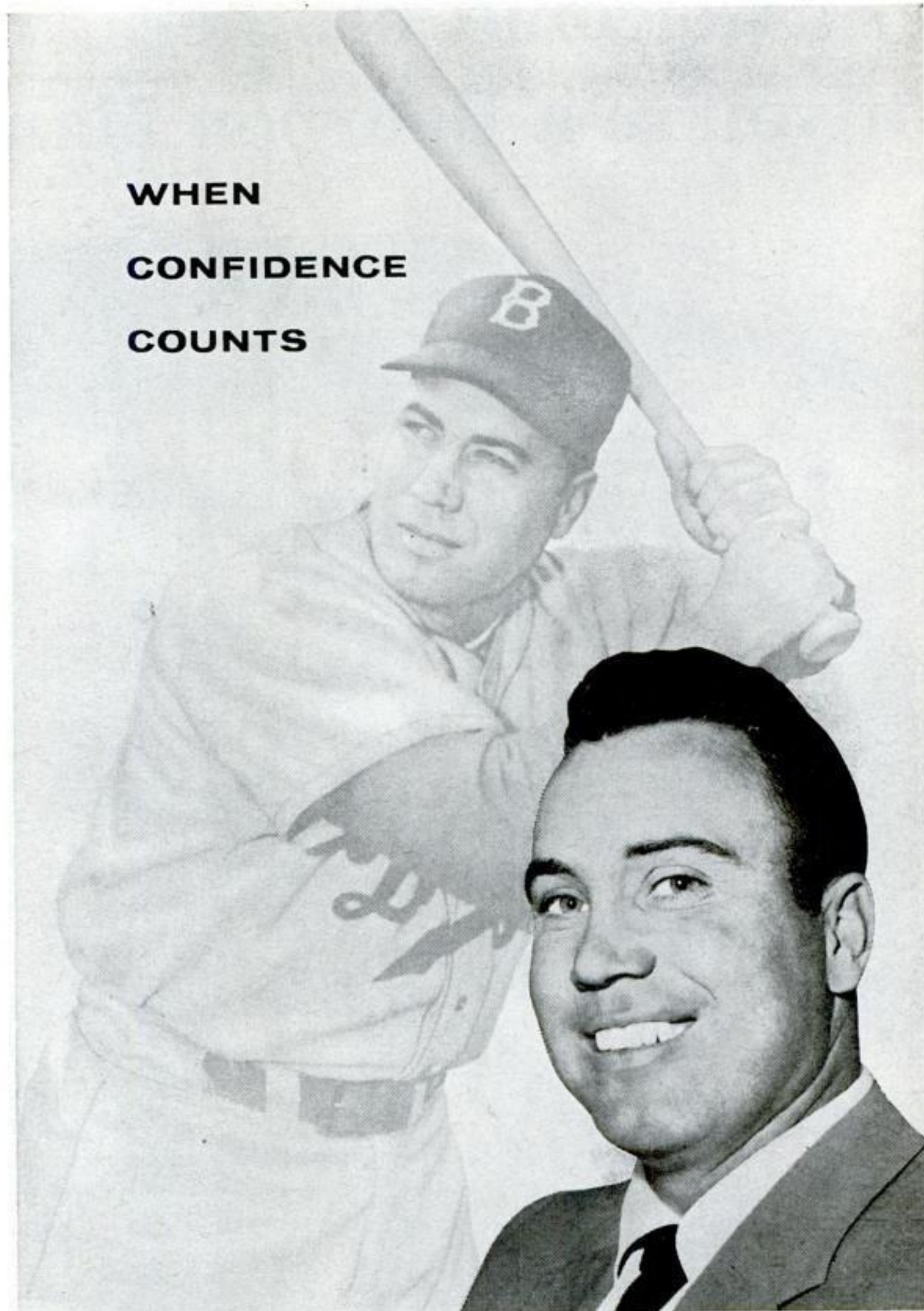
Briefing in the 'goldfish bowl'

ONE week before the item is to come up, Rabb passes the word that it will be on the agenda of the next Cabinet meeting. This he does in the White House "goldfish bowl," or conference room, where Rabb meets with the special assistants a half hour after each Cabinet session in a junior-grade Cabinet meeting of his own.

Before the Cabinet session at which the trade negotiation proposal is to be discussed, White House assistants study the department's position paper to make certain it is consistent with established administration policy. Rabb and Patterson analyze it to make certain that all required information is clearly presented, and they may go to the State Department itself to be given a "dry run," or practice presentation, including a look at such charts, films, maps and other data which the department will use in the Cabinet meeting.

Early in the week in which the item will come up, Rabb takes the State Department's position paper along with papers on the other agenda items for that Friday's Cabinet session to the desk of Sherman Adams. Adams may suggest changes in presentation, order an item dropped because it can be handled below the Cabinet level or ask that an emergency item be added. The final pre-Cabinet step takes place on Wednesday or Thursday when Rabb and Adams go over with the President each agenda item, giving their best estimates on how much time its consideration will take up. Then, and only then, is the President's Cabinet ready to meet.

CONTINUED



Duke Snider, whose slugging helped the Brooklyn Dodgers win their first World's Championship.

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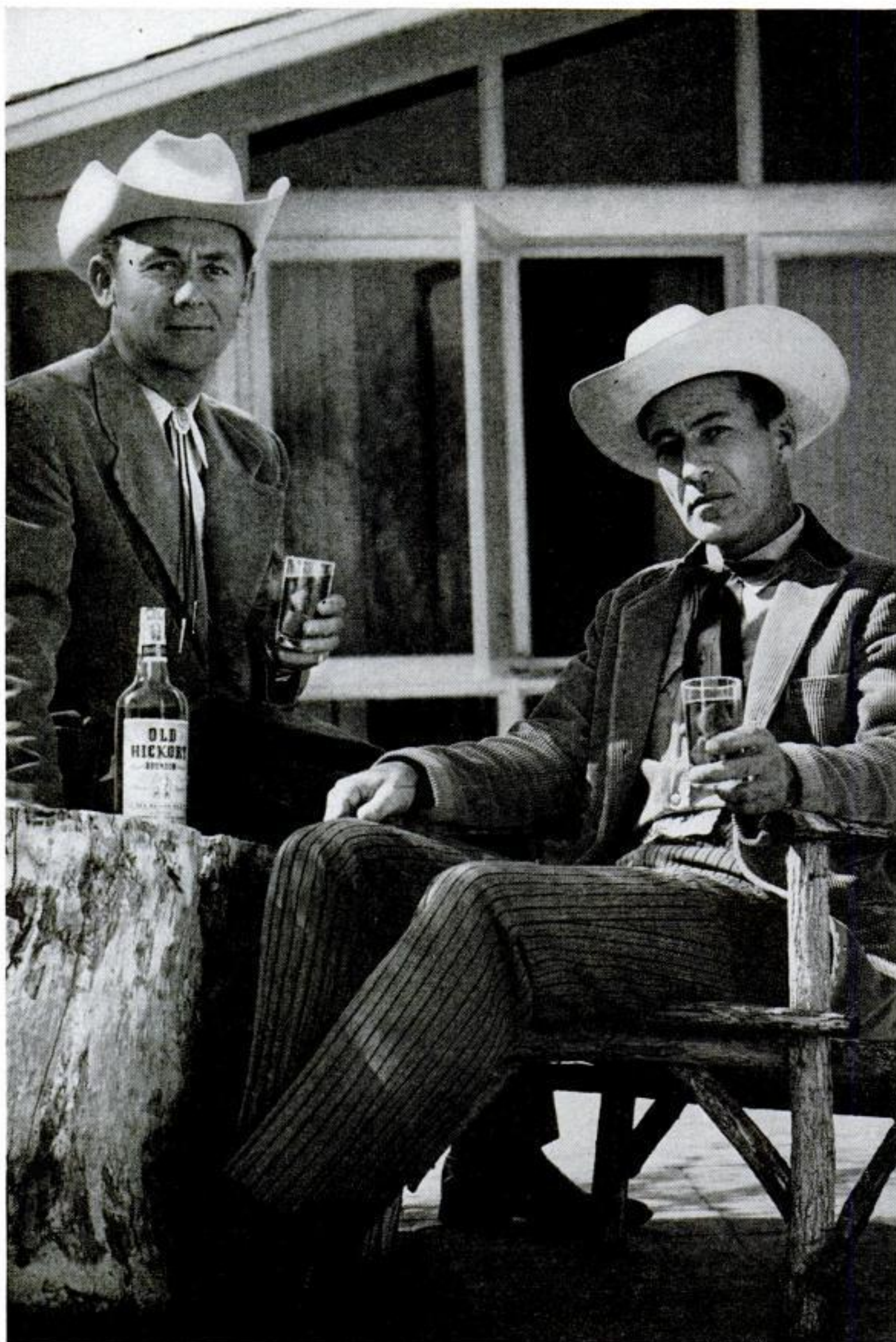


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CABINET OFFICIALS, Secretary Maxwell Rabb (right) and assistant Bradley Patterson Jr., have offices on White House attic floor. Here Rabb is on phone with one of the Cabinet liaison officers in the government departments, while Patterson checks the agenda of an upcoming Cabinet meeting with him.

NEW-MODEL CABINET CONTINUED

There are dangers inherent in such a system, and the White House is constantly alert to them. Nothing, in the guise of efficiency, may be permitted to block the direct communication by letter, telephone or spoken word between Cabinet officer and the President. No staff officer, no matter how competent, may usurp any area of independent decision—taking authority which rightfully reposes in the President and his Cabinet members. Even more important, never can a quickly developing situation at home or an impending crisis abroad be denied immediate Cabinet attention because of "the system." That would spell defeat for its very purpose of thoroughness plus flexibility.

Facing two explosive issues

THERE are essentially two types of Cabinet meetings. They are illustrated by the two most politically explosive domestic issues faced this year: the preparation of the 1956 farm program and Dwight Eisenhower's veto of the natural gas bill. In the first case, the President's advisers were functioning normally in the slow and careful development of a program designed to fill a national need. In the second, the Cabinet met in its emergency role to advise the President at a single session on whether to sign or veto a bill whose passage had been clouded by improper lobbying activity.

The Cabinet began its work on the farm program when it met in Washington, chaired by Vice President Nixon, last Sept. 30, just six days after the President's heart attack in Denver. After discussing this somber news, the Cabinet went about its business precisely as though the chair at the middle of the table were not vacant. The most arduous duty before it was preparation of a program for submission to Congress the following January.

First in importance was a bill to halt skidding farm prices. Agriculture Secretary Ezra Taft Benson told the Cabinet that he already had his department and his National Agricultural Advisory Committee hard at work on a farm legislative program and he would report at the next meeting.

By the next meeting on Oct. 7, Benson had circulated through the Cabinet machinery a three-page document analyzing the farm situation from the economic and political standpoints. With the Vice President again chairing the session, Benson, in his pleasant, earnest voice, began by reminding the other members that the American farmer was caught in a squeeze between low farm prices and high production costs. Total farm income, he reported, was down about 20% from the Korean war peak, though per capita farm income was off only 6%. The worst feature of the situation was a market overhang of \$7 billion in surpluses. Despite these handicaps, Benson said he believed American agriculture was in shape to make the transition from a war to a peace economy without excessive hardship and within the framework of the basic 1954 Republican farm program. It would be easy, he said, to undertake government spending programs, but this panacea was long-term poison. To suggestions that the government buy more hogs

CONTINUED

The bowl that captures a summerful of sun



The powerful sun. The earth took life from it—boys grow up in it—and corn soaks up more of it than any other grain. (There's a whole summer of sun in every kernel of corn.) Then Kellogg's flavors—flakes—toasts and packages it, calls it Kellogg's Corn Flakes, and gives it back to you every morning.

Kellogg's CORN FLAKES



REMINDER: Don't run out of morning sunshine. Better get a spare package of Kellogg's Corn Flakes.

NEW GOODYEAR WINTER runs quietly on bare roads.



Deep snow needn't stop you! The 5500 biting edges of the revolutionary new Suburbanite tread dig in deep to give your car strong,

straight-ahead pulling power—even on a long, steep, snow-covered grade. To get where you're going this winter without tiresome delays,



When the going gets slippery! Goodyear's new winter tire has a completely "tractionized" tread face that claws slick ice or hard-packed snow to give your car up to 55% better traction.



High-fidelity tests have proved that new Custom Suburbanites are much quieter than old-style winter tires. On cleared highways you roll along with a quiet, restful smoothness.

Watch "The Goodyear Playhouse"
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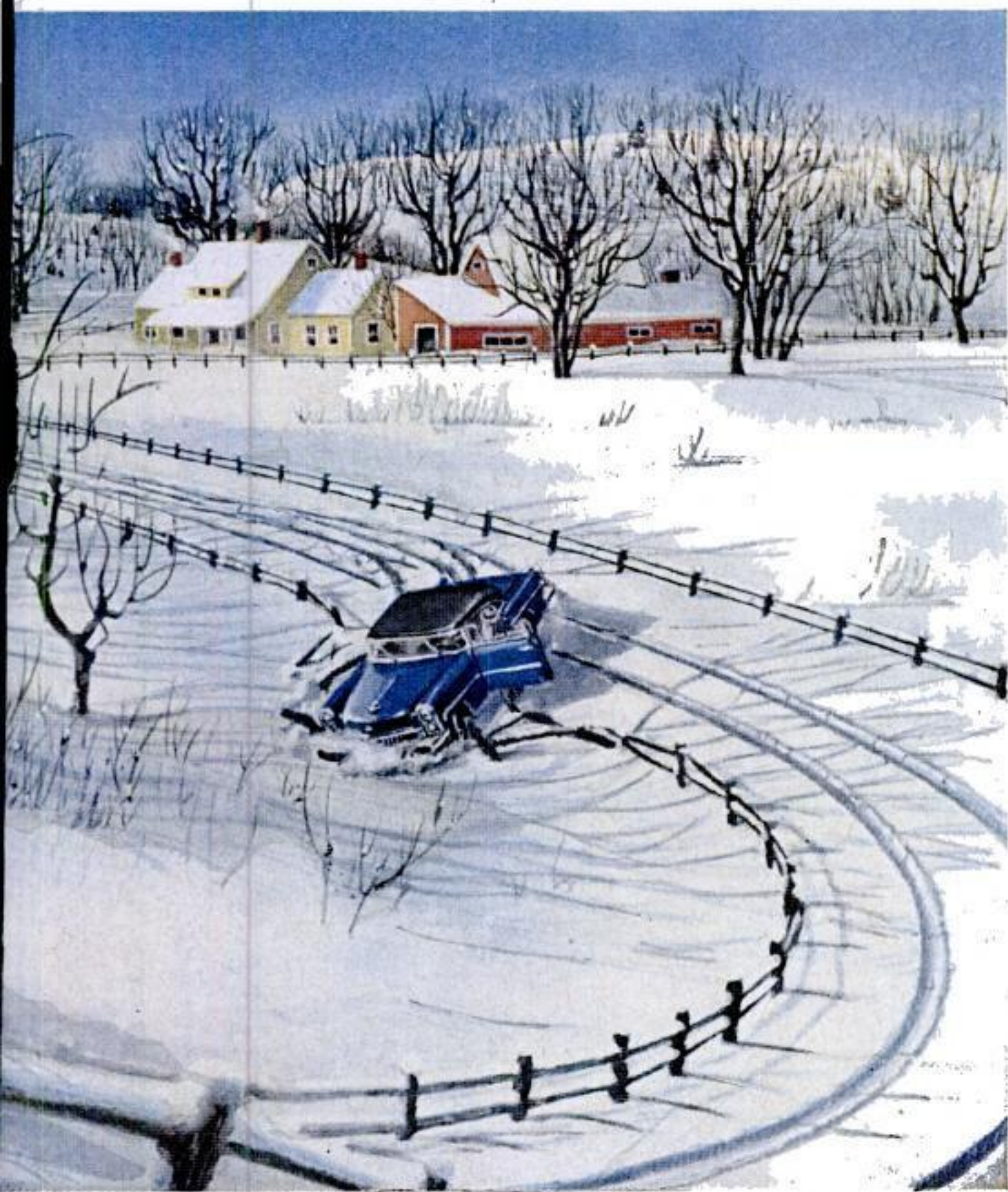


NEW 3-T CUSTOM SUBURBANITE

GOOD

Look for this nearby Goodyear dealer sign for better tire values...better tire care...convenient credit terms.

TIRE bites through snow... ..lasts a season longer!



whether it's through snow, mud or ice . . . get Goodyear's new 3-T Custom Suburbanites.



Months of extra wear! Pull through *several* winters safely and surely with new Suburbanites. A new tread design and tougher, long-lived rubber mean more miles of wear—a season more for many motorists.

Now Goodyear brings you the new 3-T Custom Suburbanite. **New** because it has a revolutionary tread with wide, deep-digging "V-GRIP" notches and thousands of tiny traction teeth for better grip.

New because it rolls along cleared highways very quietly. **New** because its thick, tough tread and Triple-Tempered 3-T Cord body have more miles of wear built in—for many motorists, an additional season of use.

So make this winter far less wearisome and worrisome. Equip the rear wheels of your car with Goodyear's new 3-T Custom Suburbanites. They're available at your Goodyear dealer's now in black or white sidewall; tubeless or tube-type. See him soon, for safer winter driving. Goodyear, Akron 16, Ohio.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



GOODYEAR
Suburbanite, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio

These potatoes have been frying 5 minutes in another shortening, using same heat as potatoes on right. Typically, only the edges have browned.



These potatoes have been frying 5 minutes in Fluffo, using same heat as the potatoes on left. This uniform over-all browning is typical of Fluffo frying.



Something Golden Happens

(golden crispiness you've never gotten with any other shortening)



No other kind of shortening you've ever used—whether vegetable or lard—can match the results golden Fluffo gives you.

You've never in your life served such crisp, light, golden-brown fried foods... such tender, flaky golden-brown pies!

Golden Fluffo even handles differently. It has a workability excitingly different from other leading shortenings. You not only blend with fewer, easier strokes—the color lets you see how perfectly you're blending cake batter or pie dough.

And frying with Fluffo is so much more satisfactory than frying with ordinary shortening.

Foods fried right and light in Fluffo give you that digestible, golden-brown crispiness you look for, every single time. And Fluffo *doesn't* go grainy and dark after a few re-uses. Instead, you can use light, sweet Fluffo indefinitely—just add more when needed. Try Golden Fluffo—how can you possibly miss?

Pure shortening, not a table spread.
Golden yellow from pure wholesome carotene.

NEW-MODEL CABINET CONTINUED

Benson cautioned that extreme care had to be exercised lest the result be merely the overstimulation of hog production. Treasury Secretary Humphrey agreed, voicing his concern at artificial manipulation of the market and observing that it was mighty easy to raise hogs. Postmaster General Arthur Summerfield, the politically acute former chairman of the Republican National Committee, replied that easy as it was to raise hogs, it was mighty hard to raise Republican congressmen.

The Cabinet went into a frank appraisal of the political situation. Republican political leaders were nervous, particularly in the Midwest where Democrats were arousing dissatisfaction over falling hog prices. Farmers, it appeared, still associated the Republican party with the deflation of 1929-32. The Cabinet was not completely comforted by Benson's opinion that the Democrats were shooting their bolt too soon. If prices remained level, he said, the farmer would adjust his costs to current price levels and lose the fear of further declines. And the Cabinet agreed that the farmer, like everyone else, appreciated peace and the integrity of the Republican administration.

Benson gave his tentative proposals: he recommended that Congress be asked for appropriations of perhaps \$200 million (later to grow to \$500 million) to encourage farmers to take marginal lands out of crop production and put them in grasses and forest products. He outlined more vigorous means for disposing of surpluses and said that farm price supports should be maintained at as high a level as possible without more surpluses piling up. The meeting ended with a general sentiment, emphatically shared by the Vice President, that Benson's recommendations represented only a start, and that further revisions and additions were needed.

Hammering out a program

THROUGH the rest of October and November, Benson, his aides and advisers worked on the new program. Helping Benson, and to some degree nudging him on, were informal groups including Nixon, Summerfield, Attorney General Brownell, and Sherman Adams, Fred Seaton and Jerry Persons of the White House staff. By early December the program was ready.

On Dec. 9 the Cabinet met under unusual circumstances. Because President Eisenhower was completing his recuperation at Gettysburg, the Cabinet met at Camp David in the Catoctin Mountains of Maryland only 25 miles from the President's farm. It was a bleak, muddy day with snow flurries in the air as members arrived in their long black cars to join the President in makeshift quarters at Laurel Lodge, a rambling frame building with a screened porch. The incongruous atmosphere of a summer resort in the off season filled the rough-timbered living room used for the conference. Aides wallowed through the snowy mud carrying several of Benson's large charts. Cabinet officers stamped their feet on the wooden porch after the long cold drive from Washington. The Secretary of Agriculture wiped the snowflakes from his rimless glasses and handed his heavy coat to a Filipino boy. The one and only item on the agenda was Benson's farm program.

With the President in the chair, Benson and his aides spent an hour and a half presenting their analysis and their program. They gave basic statistics on the price-cost squeeze and a crop-by-crop analysis, followed by a reminder that there was no easy, pat answer to the problem, particularly if farmers were to remain free of oppressive government controls. Then Benson turned to his revised recommendations. There were important new additions: a \$60 million benefit for farmers by waiving the federal tax on gasoline used on farms, a considerably broadened surplus crop disposal program, and most important, a more vigorous soil bank proposal to convert about 6% of the land now used for crops to an acreage reserve planted in forage and trees. Total five-year cost, said Benson, would be about \$1.5 billion.

Checking the danger spots

AS always, the discussion was brutally honest. Benson warned that the soil bank was no cure for all farm ills and that it carried certain dangers. After a few years the result probably would be increased and unneeded farm production because of more intensive cultivation of acreage left outside the reserve bank. The plan would not attack the pressing problem of existing wheat and cotton surpluses, and it might open the Administration to the attacks that were made on the New Deal for paying farmers for not producing.

The President led off the next 90 minutes of discussion. He wanted to know about the possibilities for greater barter abroad of existing surpluses. It was far easier, he said, to store industrial

CONTINUED

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Festive—yet so practical... elegant—yet economical. Today—smart homemakers serve gaily—save *daily* with colorful, care-free Roylies and Roylprints. You treat your family to meals served in the best of taste *every day*—at savings that will surprise you. Complete table settings with Roylies and Roylprints cost no more than your daily newspaper. What's more—there's no muss of linens... no fuss of laundering. Use Roylies and Roylprints once—and away they go! For the bright touch that adds so much—choose Roylprints in a wide assortment of designs and colors... Roylies in charming, authentic lace designs. Sold at Variety, Supermarket and Department Stores.



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mine's the Adam!



You may not get this possessive about your Adam Hat. But you will get attached to its masculine style, its easy fit, the flattering things it does for you. And if (through error or envy) your Adam should disappear, it's nice to know that a new one costs very little ... \$5.95 to \$10.00. You can pay twice as much for a hat, but you can't tell it from Adam. See them at better stores everywhere.

Adam
the first name in hats



ADAM HAT MANUFACTURERS, a division of Miller Bros. Hat Co., Inc., 325 Fifth Ave., New York 16 • Dallas, Texas



MAKESHIFT QUARTERS at Camp David served for Cabinet meeting with Eisenhower after his 1955 heart attack. At door President greets Secretary Dulles. At right is President's naval aide, Commander Edward Beach.

NEW-MODEL CABINET CONTINUED

diamonds, for example, than surplus wheat. Undersecretary of State Herbert Hoover Jr., sitting in for Dulles, pointed out that barter and surplus crop disposal endangered our regular trade channels abroad. Congress should be asked, it was agreed, to relax limitations on barter arrangements which prevented the State Department from seeking possible advantageous commodity deals with the Communist bloc.

The President, taking pencil in hand, figured it would cost about \$31 an acre to put 16 million acres into the soil bank reserve. Benson wasn't so sure it could be held to that, since cover crops for the bank acreage would cost money. Treasury Secretary Humphrey gently reminded those trying to make such exact computations that there was nothing scientific about giving money away. The program, he feared, was a palliative, and did not attack the basic problem. He also was worried over what the gasoline tax concession would cost in lost government revenues. Vice President Nixon, concerned about the best method of presenting the program to Congress, recommended a special presidential message.

The President summed up. He greatly appreciated the manner in which Benson had taken the subject in hand. Above all, his Administration must not let a real economic disaster start on American farms; this would place the entire national economy in jeopardy. What the Administration was doing through the new farm program was buying some very cheap insurance against just such a disaster.

Five days later, in Washington, a Cabinet "action" paper ordered Agriculture to prepare additional details on each of the Benson proposals and seek further interdepartmental coordination in preparation for the drafting of a presidential message. It had been a long and difficult task, but the Cabinet had completed its job.

Facing a crash problem

AT the second type of meeting, Cabinet officers come to the council table armed not with charts and figures, but only with such good sense and experience as the years have given them. Such was the meeting in the White House last February 13. The President had before him the bill freeing independent gas producers from federal controls. Though the bill generally was acceptable to the President, nasty complications had developed. One senator had reported the offer of a campaign contribution from oil company funds and there had been other indications of shady lobbying activities. The Senate itself was investigating and the Justice Department was considering possible violations of the criminal statutes. In the light of such complications, the decision whether to sign or veto the bill was a difficult one.

The President explained that he had called the Cabinet together to discuss gas, and smiled as he added that that was what he expected they'd have that morning in the Cabinet room. Then the

CONTINUED



Barbecued Beans 'n Beef

2 (1-lb. 15-oz.) cans ANN PAGE Beans
1 lb. chuck ground ¼ cup oil or shortening
1 tsp. salt ¼ tsp. pepper

Combine meat, salt and pepper; shape into 24 tiny meat balls; saute in hot oil.

BARBECUE SAUCE

½ cup vinegar	1 tsp. onion salt
¾ cup water	½ tsp. cayenne pepper
3 tbsp. brown sugar	1 tbsp. lemon juice
1 tbsp. dry mustard	1 medium onion, chopped
½ tsp. pepper	¼ cup butter
½ tsp. salt	¾ cup ketchup
1 tbsp. Worcestershire sauce	

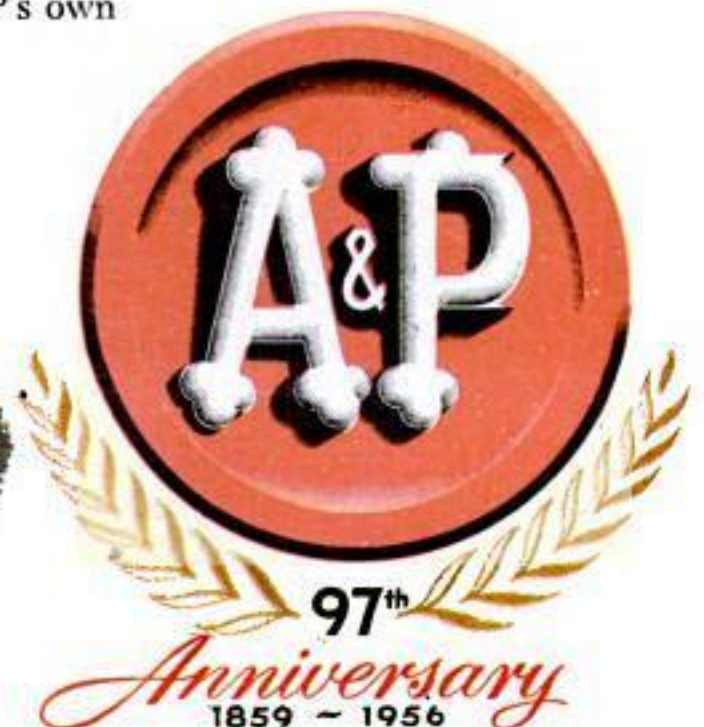
Combine all ingredients except ketchup and Worcestershire sauce in a saucepan and simmer 15 minutes. Add ketchup and Worcestershire sauce. Drain beans, pour into baking dish. Place meat balls on top, pour sauce over all. Bake 15-20 minutes in a moderate 350°F. oven. Serves 4-6 generously.

Plain or fancy!

Main dishes, side dishes, what *wonderful* dishes Ann Page Beans make! Cooked and seasoned to a T, ready to heat and enjoy in minutes . . . ready to combine with so many foods in savory one-dish specialties!

Ann Page Beans are prepared in three different styles to please America's taste . . . with Pork, or Vegetarian Style, each in tangy tomato sauce, and Boston Style in hearty brown sauce. Rich in protein, minerals and Vitamin B₁ . . . and so flavorful . . . yet these quality foods cost just pennies a portion. Do serve Ann Page Beans *your* favorite way soon!

All Ann Page Foods are made of choice ingredients in A&P's own modern Ann Page food kitchens and sold to you in A&P stores, thus eliminating unnecessary in-between expenses. The savings made in this way are shared with you.



Among the other 33 fine foods in the famous Ann Page family are such favorites as: Preserves, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts



NEW REMINGTON ROLLECTRIC

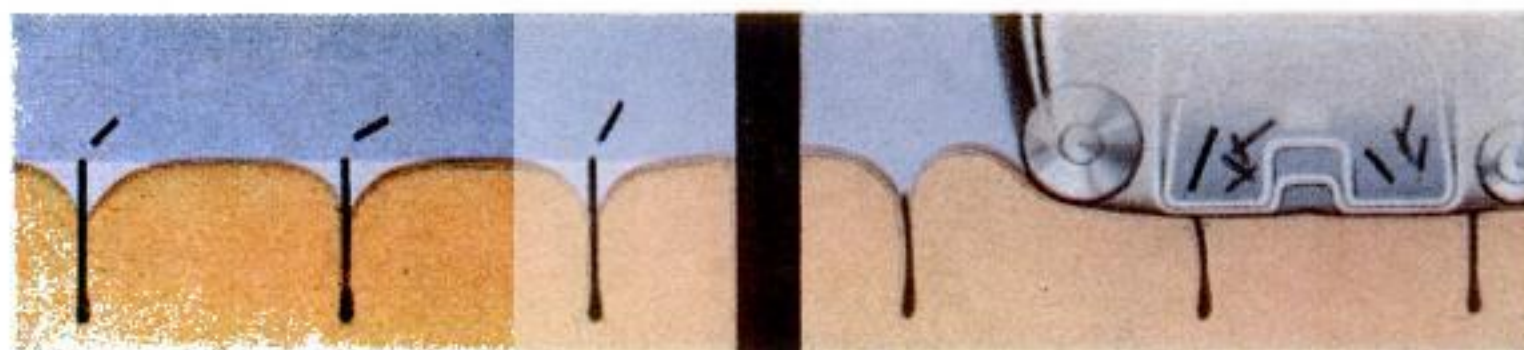
shaves your Hidden Beard!

Here's the first really *new* shaving development since electric shaving first began!

The Remington Rollectric reaches the Hidden Beard other shaving methods miss. (See the pictures at right—they show how the Rollectric does a shaving job that's never been done before.)

The Rollectric's exclusive Roller Comb action also protects tender facial skin, gives a smooth, all-comfort shave every time! The Rollectric's fast, too, because it's the world's most powerful electric shaver. Yes, the new Remington Rollectric outmodes all other methods of shaving!

The Rollectric comes complete in a handsome suede travel case.



Here's your hidden beard. Whiskers grow in tiny valleys. Ordinary shavers skim the tops of these valleys—shave only the tops of whiskers. Soon each whisker base grows out and your Hidden Beard can be seen and felt.

Here's how Remington gets it. The Rollectric's Roller Combs gently press the skin valleys down—pop up whisker bases into path of man-sized shaving head. Each whisker is sheared off at its base—cleanly, comfortably, quickly.

A product of **Remington Rand** division of Sperry Rand Corporation

smile faded. Tapping the table with his hand for emphasis, the President said that when the American people come to believe that there is something cockeyed afoot, the government had better face the issue. The President wanted to go into the merits of the bill first. Arthur Flemming, chairman of an extensive Cabinet committee study on energy supplies and resources, led off. Flemming regretted that the bill lacked specific protection for the consumers of natural gas, but found it not so far out of conformity with the committee report as to justify a veto on this ground alone. A majority of the Cabinet favored the basic principles of the bill, disregarding for the moment the question of whether or not the present circumstances made a veto advisable.

There was a lengthy discussion of technical aspects: elevator clauses, fair market and fair field prices, the theory of public utility regulation, the powers of the Attorney General. The President wondered why the price of gas to the consumer was so far above the cost at the well head. Undersecretary of State Hoover, who had spent years in the oil and gas business, explained that the high cost of development, maintenance, distribution, even to reading the meters, accounted for the price spread. The President said emphatically that he had wanted such a bill, one freeing industry from unnecessary federal regulation and encouraging increased exploration for gas and oil. But he wanted no bill that was tainted with suggestions of attempted bribery. Treasury Secretary Humphrey said he favored the principles of the bill, but when a bill had become a source of great controversy over public morals, just looking at it from the standpoint of right and wrong, it was better to stop, and look again. Commerce Secretary Weeks and Interior Secretary Douglas McKay doubted that the President could undertake to patrol the morals of the Congress. Because the bill was a good one and in conformity with the President's program, they felt that it could be signed into law on its merits alone.

Then the President, talking half to himself, wondered if any President had ever signed a bill at a time when the Senate itself was investigating the circumstances of its passage: if we can't get a bill passed without this terrible stench, then we're in a heck of a fix. . . . I was prepared to sign such a bill, I wanted it. . . . The layman can't understand that federal regulation can increase the price of gas by limiting exploration for new sources. . . . But the word consumer isn't even in this bill. . . . Oh, yes, you say I'm not responsible for the morals of Congress. But out in Dickinson County, Kansas, the people think I'm responsible for everything in this country. Why I used to get letters telling me to fire McCarthy. . . . We've got to have tremendous concern for the American people and what they think—about Formosa, Korea or this gas bill.

The President decides

VICE PRESIDENT NIXON announced that the question that now arose was how to write the veto message. He was right. The President had made up his mind. His scorching veto message said that a small segment of the industry had resorted to conduct "so arrogant and so much in defiance of acceptable standards of propriety as to risk creating doubt among the American people concerning the integrity of governmental processes."

Thus the Cabinet operates in its dual function, revitalized in teamwork, efficiency and perspective, firmly established as a vital adjunct to the most powerful office in the free world.



TELEVISED CABINET MEETING was first held in October 1954, when Dulles (at President's right) reported on NATO plan to arm West Germany.

How to get as much as **8 HOURS SOUND SLEEP** with no "Morning Hangover" from habit-forming drugs!



Take 2 NYTOL Tablets before retiring.



You'll be overjoyed to find you get a wonderful night's sleep!



You'll awaken in the morning refreshed, invigorated!

**Amazing new SAFE sleeping tablet, NYTOL helps tranquilize you...
so you get your regular night's sleep!**

GUARANTEED TO CONTAIN NO BARBITURATES, NO NARCOTICS, NO BROMIDES!

If you're one of those unfortunate people who at times can't sleep, but fear taking habit-forming drugs, here's amazing news!

Medical science has developed a new, safe sleeping tablet called NYTOL. NYTOL helps lull you into restful sleep. Yet NYTOL Tablets are *guaranteed* free of dangerous, habit-forming drugs. Guaranteed to contain *no* barbiturates, *no* narcotics, *no* bromides. That's why you can wake up feeling like

a new person—alert, invigorated—with no morning-after "drugged" effect.

Acts on True Basic Principle

Wondrous NYTOL tranquilizes you, helps *relax* nervous tension. You feel lush drowsiness coming over you. The next thing you know it's morning! You feel better, look better, work better!

No Prescription Needed

The proof that NYTOL Tablets are safe, non-habit-forming, is the fact that you can buy them at drug stores without a doctor's prescription. So, if you are subject to such sleepless nights, get NYTOL Tablets from your druggist today.

If NYTOL does not give you your regular night's sleep, return unused portion and your money will be refunded in full.

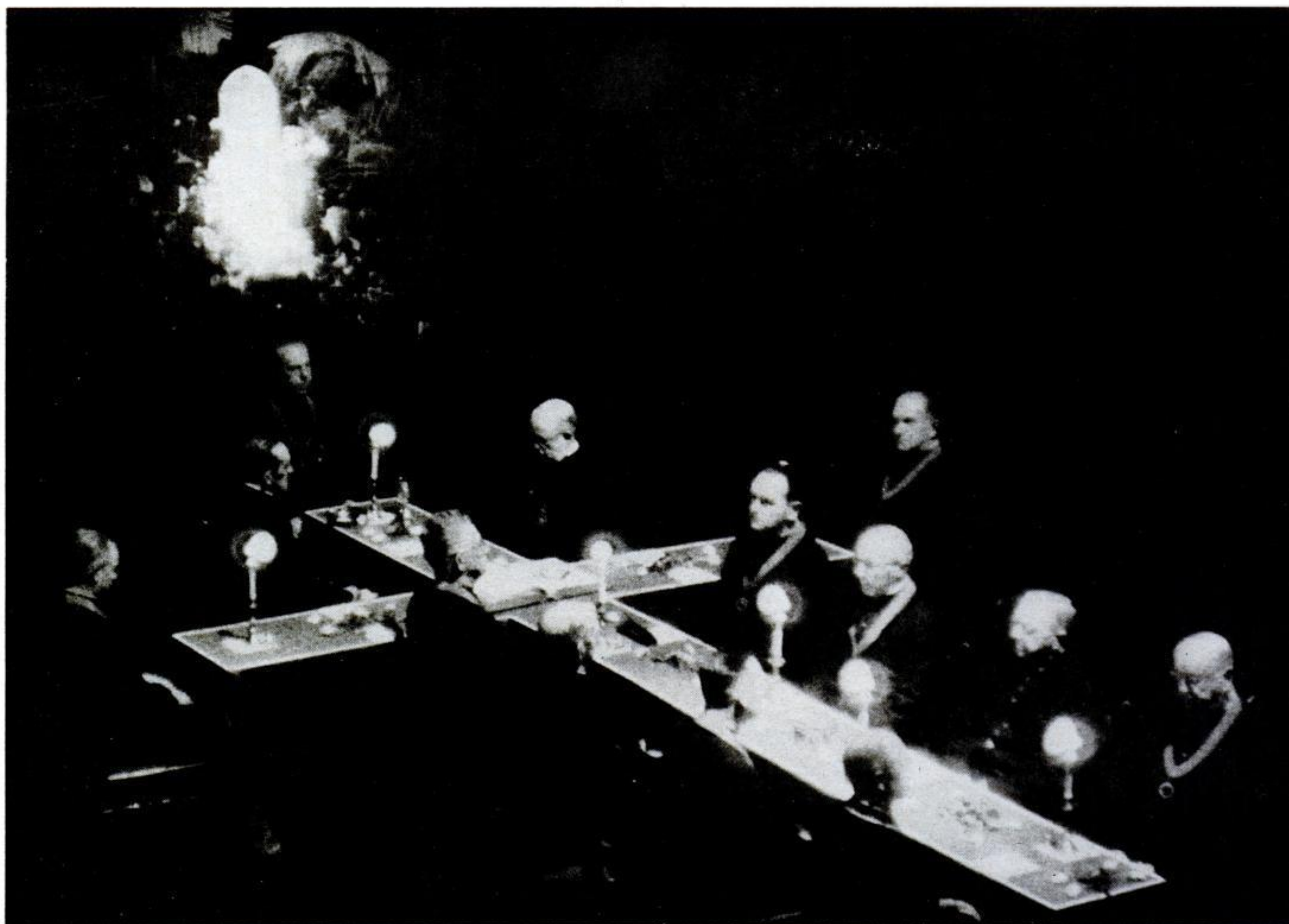
AMAZING NEW, SAFE

NYTOL®

SO SAFE—NO PRESCRIPTION NEEDED



SAVE MONEY! Buy the large economy size. It's like getting a second bottle practically at half price!



FEAST OF THE PASCHAL LAMB is celebrated by Brooklyn's Aurora Grata Chapter of Rose Croix, whose members are 18th° Scottish Rite Masons. Ritual is done every year on Maundy Thursday. The 13 Masons wearing dark robes and

seated at cross-shaped table represent participants at the Last Supper. The ceremony, combining Jewish Passover and Christian observance, lasts 1½ hours, includes music, prayer, recitation. It ends with candles being put out one by one.

Busy Brotherly World of Freemasonry

THE ANCIENT FRATERNITY IS THRIVING IN AMERICA

In a country full of fraternal orders, the oldest and by far the biggest is Freemasonry. One out of every 12 adult American males—some four million of them—are Masons, subscribing to the Masonic ideals of morality and brotherhood, taking delight in its secrecy and ritual and finding comfort in the brotherhood of the ancient order. Their numbers have, in the past 10 years, increased by almost a million and the membership of U.S. Masons today is twice that of all the rest of the world. They have enlarged their circle by bringing wives, sons and daughters into allied organizations.

The Masons describe their order, whose full title is Ancient Free and Accepted Masons, as "a system of morality based on allegory and illustrated by symbols." A worldwide organization which grew out of guilds of stoneworkers who built Europe's medieval cathedrals, Freemasonry is open to any man who believes in "a Supreme Being." There are Mohammedan and Buddhist Masons but few Catholics, since the Church forbids this (p. 120). Freemasonry came to the U.S. about 1730 and has numbered

among its members 13 U.S. Presidents, from George Washington to Harry Truman. The somewhat austere and intellectual cast of European Freemasonry has been embroidered in America with rich ritual and color, which LIFE shows in photographs on these pages. It has also produced a complex organizational structure explained on pages 106, 107.

The basis of Freemasonry is the local lodge, called the Blue Lodge, to which all Masons belong. In the U.S., Blue Lodges are organized into state groups, each ruled by a Grand Master (*see cover and diagram p. 118*). Advanced degrees of masonry are offered by the Scottish Rite, which has northern and southern jurisdictions, and the York Rite. Masons can, and frequently do, take advanced degrees in both these rites. But though rituals of Freemasonry become elaborate, the trappings ornate, the antics of some allied organizations pretty outlandish, the Masons are earnest, pious and dedicated men believing in helping each other as brothers and in learning "the fundamental truths, the observance of which tends to promote stability of character, conservatism and good citizenship."



DEDICATION OF SOLOMON'S TEMPLE is re-enacted by Brooklyn Royal Arch Masons, Orient Chapter 138. This ritual, never before photographed, is part of ceremony awarding Most Excellent Master degree to prospective Royal

Arch Masons. High Priest of Jews (*center*) kneels before cherubim-decorated Ark of the Covenant flanked by members of the Jewish tribes. King Solomon stands before Bible (*background*) surrounded by princes, workmen and court attendants.

CONTINUED

The Structure of Freemasonry

American Freemasonry resembles two sets of stairs that begin and end together, as this chart of Masonic structure shows. A Mason's first step is to become an Entered Apprentice. He climbs to the third step where most Masons stay. If he wants to go on in Masonic hierarchy, he enters either the Scottish or York rites. Many authorities say the Scottish Rite was begun by Scots emigrés in France; the York Rite is named after York, England where, by legend, the first Masonic body was organized.

In the Scottish Rite a Mason climbs 30 steps, or degrees. The name he takes on at each degree is written on each step in chart. Where there are two names the top is used by northern Masons, the italicized one by southern Masons. Some figures a Mason meets in Rite ceremonies stand on the steps (*from bottom*): King Solomon, King Cyrus, acolyte, George Washington, Sultan. Each degree teaches a moral. To earn degree candidate learns the moral and participates in ceremony dramatizing it. A 32° is the

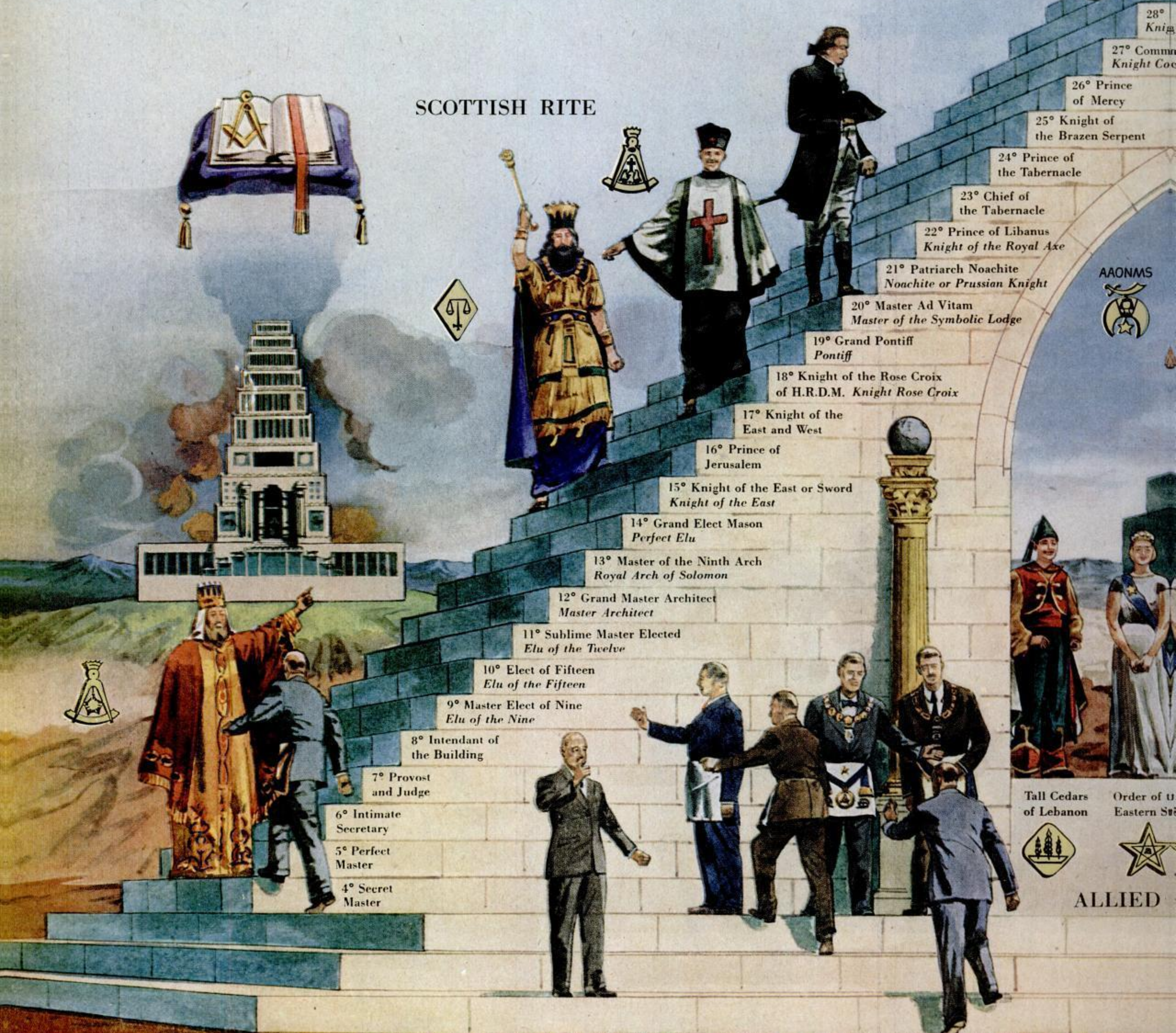
highest degree a Mason can earn. The 33° is awarded by the Supreme Council, ruling body of the Rite.

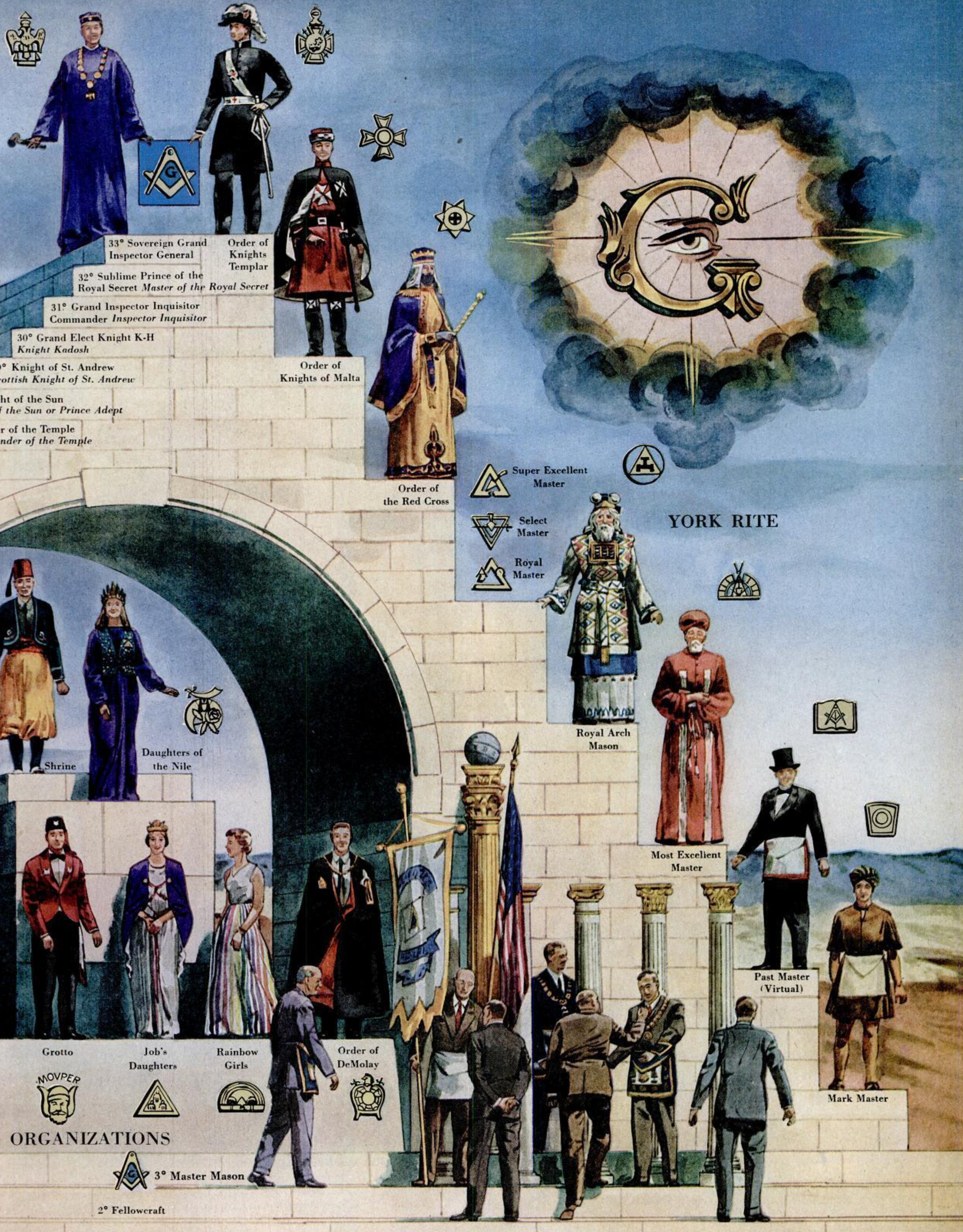
A Mason in York Rite advances 10 degrees, known by name and not by degree number. On chart are figures he meets at each degree or the degree symbol. Figures are: temple workman, Past Master (Virtual), Israel tribesman, High Priest of Jews, King Hiram of Tyre, Knight of Malta, Knight Templar, equal in prestige to 33° in Scottish Rite.

Under the arch are organizations allied to Freemasonry. Master Masons are eligible for Grotto and Tall Cedars of Lebanon. Girls with a Mason in the family can join Job's Daughters or Rainbow Girls; women, the Eastern Star; boys, DeMolay. Only 32° Masons or Knights Templar can join the Shrine. Shriner's wife can be a Daughter of the Nile.

Most important of many Masonic symbols are the open Bible with square and compass on it (*left*); Solomon's temple (*below Bible*); and the G with the all-seeing eye inside (*upper right*). In the U.S. the G stands for God.

SCOTTISH RITE





33° Sovereign Grand Inspector General
32° Sublime Prince of the Royal Secret Master of the Royal Secret
31° Grand Inspector Inquisitor Commander Inspector Inquisitor
30° Grand Elect Knight K-H Knight Kadosh

29° Knight of St. Andrew
Scottish Knight of St. Andrew
Knight of the Sun
of the Sun or Prince Adept
Master of the Temple
Grand Master of the Temple

Shrine
Daughters of the Nile

Grotto
Job's Daughters
Rainbow Girls

Order of DeMolay
3° Master Mason
2° Fellowcraft
1° Entered Apprentice

Order of Knights Templar
Order of the Red Cross

Super Excellent Master
Select Master
Royal Master

Royal Arch Mason

Most Excellent Master

Past Master (Virtual)

Mark Master

YORK RITE



ORGANIZATIONS



3° Master Mason

2° Fellowcraft

1° Entered Apprentice

Everett Henry

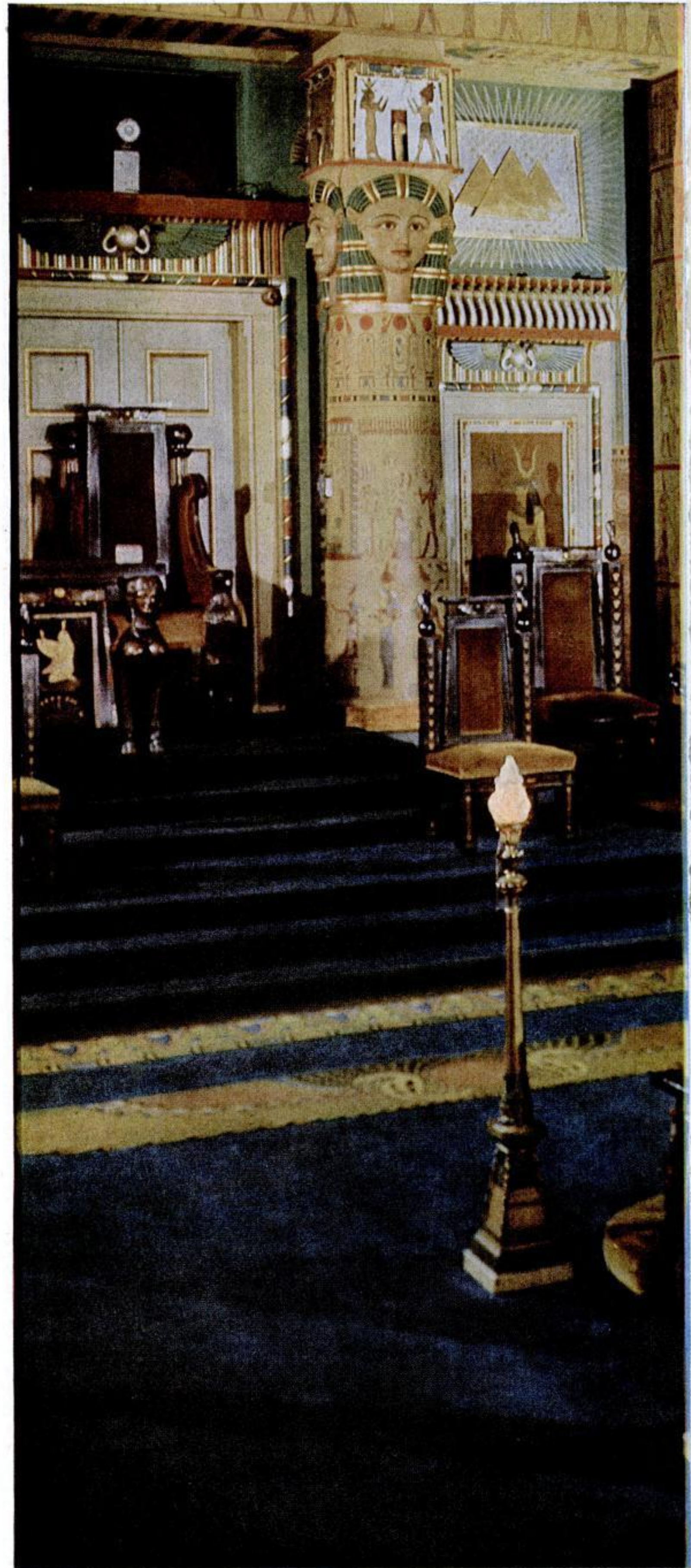
The Titled Hierarchy and



SOVEREIGN GRAND COMMANDER of the Scottish Rite of the Northern Jurisdiction is George E. Bushnell, former Michigan supreme court justice. He wears robes of the 33° Supreme Council. He guides 460,000 Scottish Rite Masons.

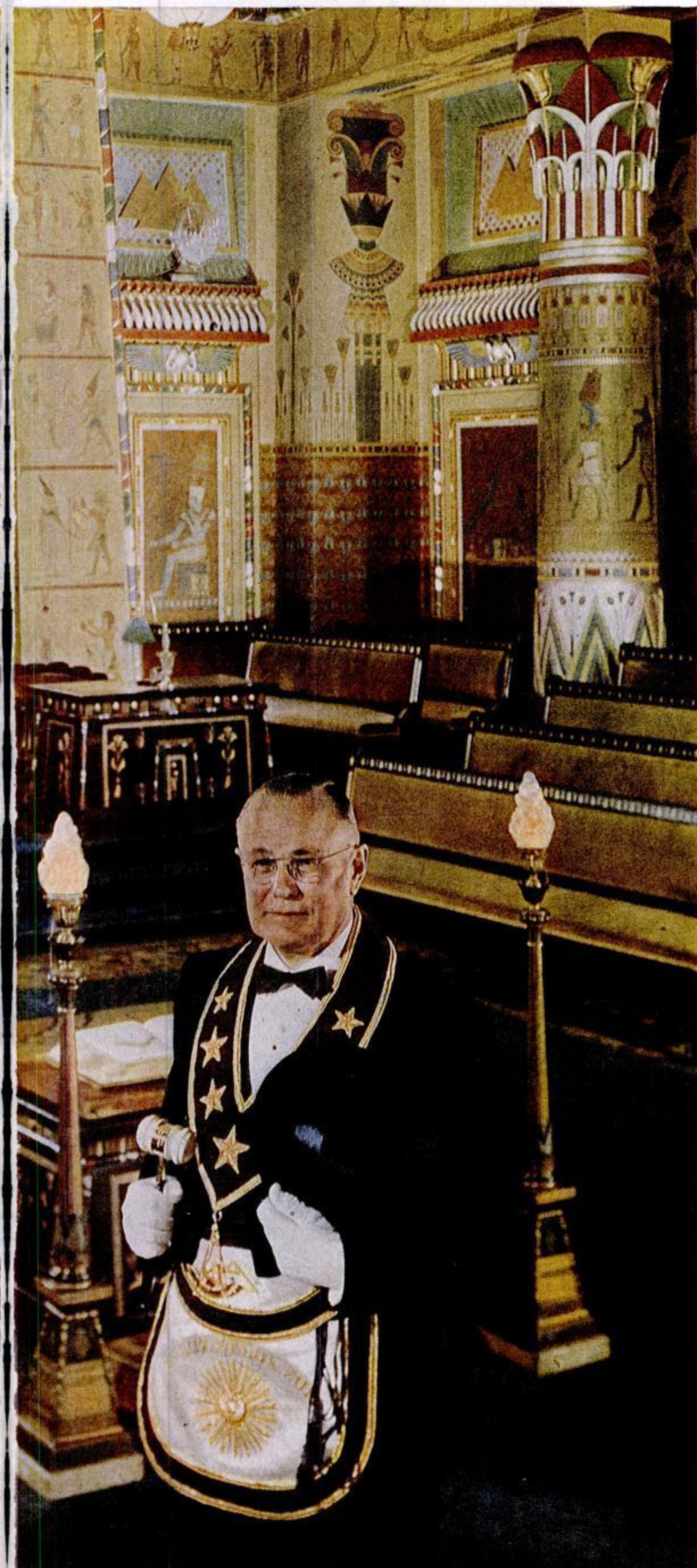


MOST EMINENT GRAND MASTER of the Grand Encampment of Knights Templar, Major General (ret.) Walter A. DeLamater, is head of the three highest orders of York Rite, has no jurisdiction over other orders. He is also 33° Mason.



GRAND MASTER OF PENNSYLVANIA, Charles H. Nitsch, an engineer of Philadelphia, wears ornate version of Master Mason's apron. He is Grand Master of Pennsylvania's Grand Lodge, which rules all the Blue Lodges in the state. This

the Trappings of Office



is the Egyptian Hall of city's Masonic Temple, considered nation's most beautiful. Though décors of Lodge rooms vary, all have the same layout. Master's chair (*on dais*) faces west. Bible is on altar surrounded by Three Greater Lights.

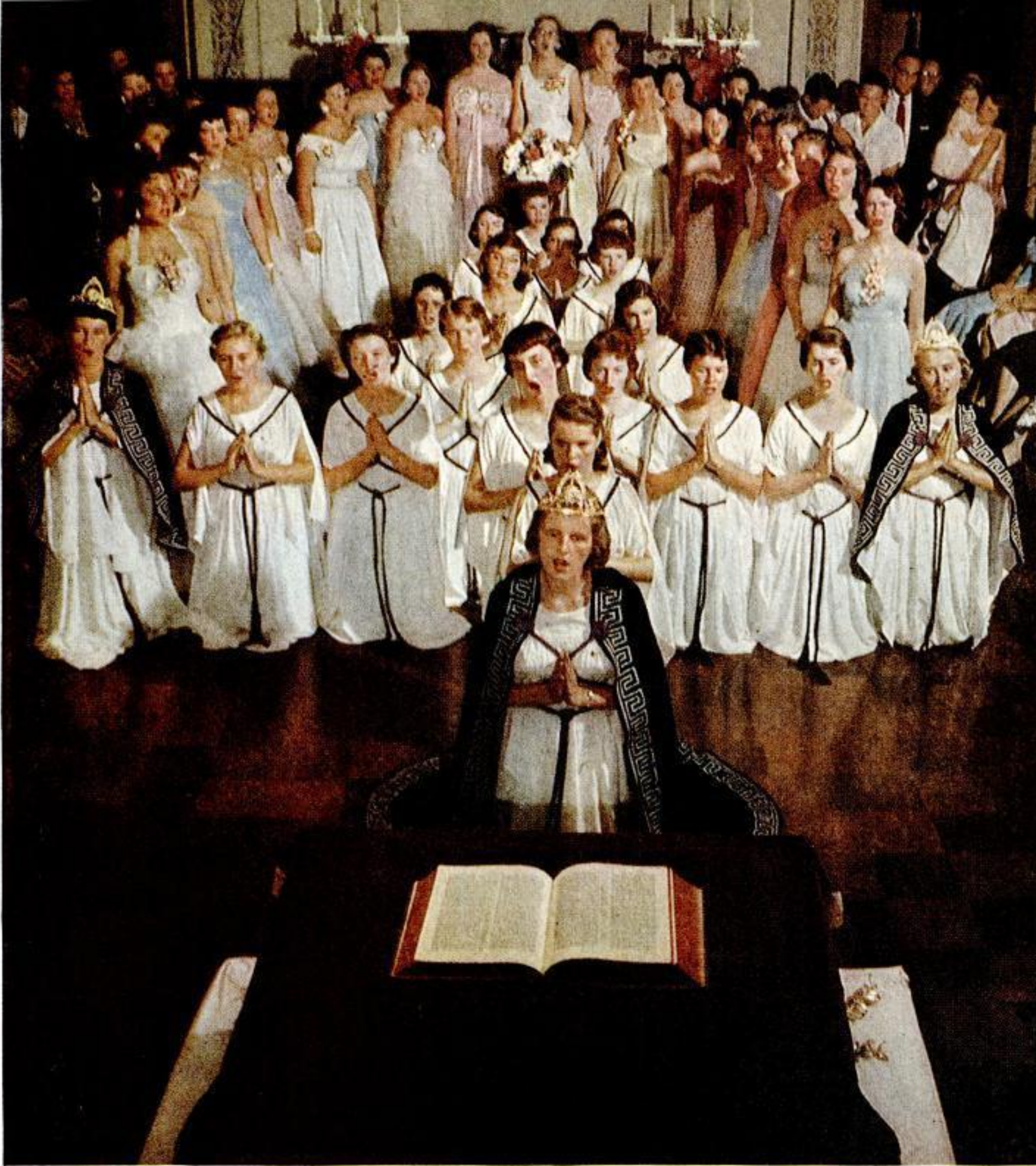


SOVEREIGN GRAND COMMANDER of Scottish Rite's Southern Jurisdiction is ex-state Judge Luther A. Smith of Mississippi. Eagle he wears is insignia of office. He heads 450,000 Scottish Rite Masons in 33 southern and western states.



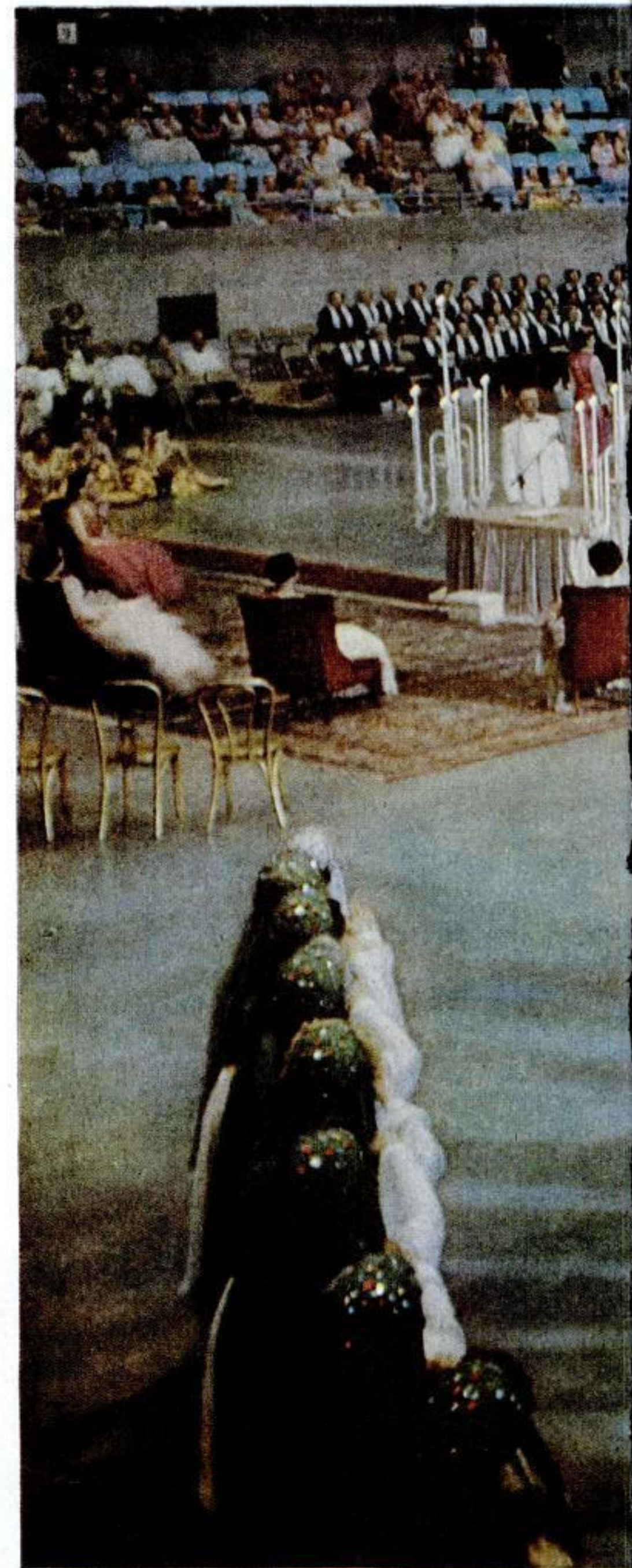
GENERAL GRAND HIGH PRIEST of Royal Arch, Tom Q. Ellis, court clerk in Jackson, Miss., stands between pillars hung with Mark Master aprons. Royal Arch, in York Rite, is largest body within Freemasonry with 800,000 members.

CONTINUED



JOB'S DAUGHTERS install new officers of Beth-el No. 3, St. Paul, Minn. The Honored Queen, Sallie Hodgins (*foreground*), leads the group in hymn. The

Junior and Senior Princesses Barbara Bruemmer and Judy Johnson (*left and right, in capes*) kneel with other new officers. Ex-officers stand behind them.



DAUGHTERS OF THE NILE in Omaha, Neb. Civic Auditorium salute new Supreme Queen, Mrs. Ruth C. Deaton, seated on throne. Five marching

Pageantry for

Much of the blazing color and convention high jinks associated with Freemasonry come from Masons organized for purposes which are not basically Masonic and from groups sponsored by Masons (*see box on a following page*). There are over 60 such groups ranging from Desoms, made up of deaf men, to the Low Twelve Clubs which give money for Masonic funerals.

Though many groups are organized primarily to promote social pleasures, they all retain the seriousness of purpose that Masons can never completely forget. The Grotto supports

ORDER OF DEMOLAY holds a flower talk ceremony in Granite City, Ill., watched by band. Candidate (*center*) hears talk on motherhood, gets flower.



patrols (*foreground*) in Egyptian costumes put arms up to keep formation. On stage with queen are past Supreme Queens. Seated in front of stage are 110

Temple Queens wearing gold coronets. They have just received the year's secret password from Mrs. Deaton. Man at altar (*left, center*) is drillmaster.

Daughters were founded by Shriners' wives in 1913 to acquire philosophy of life enabling them "when shadows lengthen to look back on a life well spent."

All Occasions

cerebral palsy clinics. The Tall Cedars of Lebanon fights muscular dystrophy and the Shrine maintains 17 crippled children's hospitals. Nowhere is this seriousness of purpose more emphasized than in youth organizations that are sponsored directly by Lodges. The Rainbow Girls teach "right living and thinking." The DeMolay strives to "create leaders and develop character." This interest in young people is fruitful for the Masons. Every year many DeMolay boys become Masons and Rainbow Girls and Job's Daughters move into Eastern Star.

RAINBOW GIRLS install officers of Washington-Idaho-Alaska Grand Assembly in Pasco, Wash. high school gym. The new officers stand in semicircle.

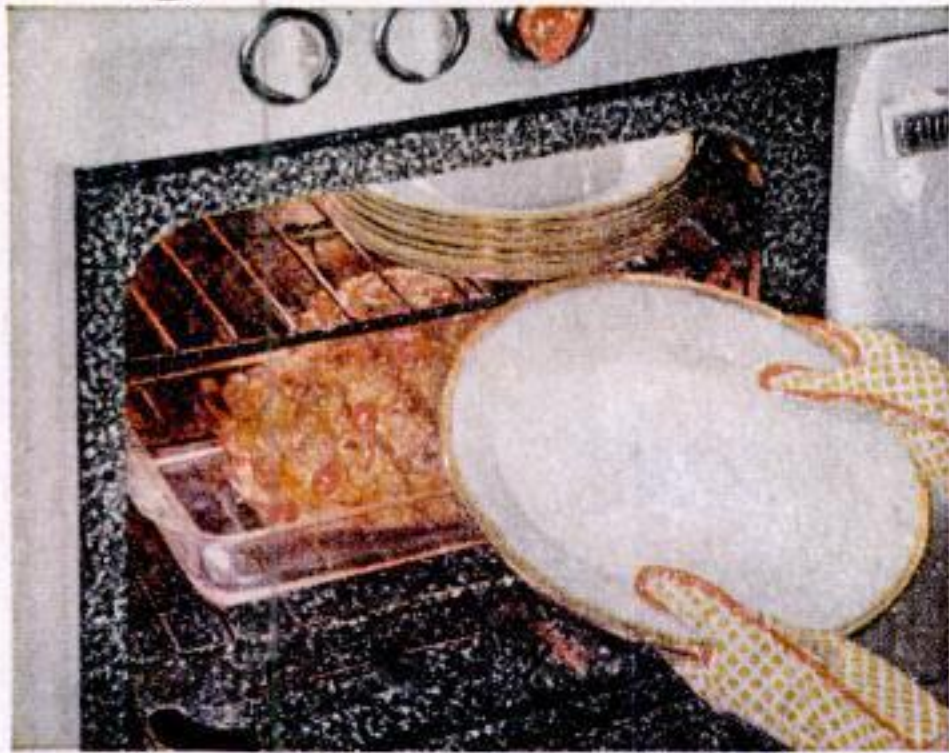




A HAPPY TALL CEDAR, wearing a huge feather decoration on his back, plucks his bass fiddle at a parade drill in the Trenton, N.J. Shrine Auditorium. Randolph Hamilton (*above*), a member of the Tall Cedars of Lebanon, plays in

the Camden Forest No. 5 String Band. Hamilton, an electrician, is also a 32° Mason and a Shriner. The Tall Cedars of Lebanon, organized primarily to have fun, draws its name from the trees used in building King Solomon's Temple.

Think of it!...
 Stunning low-priced **Anchorglass** dinnerware
 goes from oven...to table...to refrigerator...



without harm to its beauty!



Golden Anniversary Dinnerware illustrated: Dinner plate 30¢, cup and saucer 30¢, dessert dish 15¢, soup plate 25¢, salad plate 25¢, sugar and creamer 40¢, platter 60¢, serving bowl 35¢. Also available in starter set for 4, 18 pcs., about \$3.00, service for 6, 34 pcs., about \$7.00, service for 8, 52 pcs., about \$11.00.

Anchorglass

... for 50 years the most
 famous name in glass!

A WIDE gleaming border of 22K gold on an exquisite translucent white background, makes Golden Anniversary Dinnerware beautiful enough for your most important dinners. Made from the same formula as famous heat-

resistant Fire-King Ovenware, neither heat, nor cold, coffee, tea, detergents or age will affect its beautiful, hard surface. And it's a scientifically proven fact that a glass surface is the easiest to clean and keep clean. Beautiful

Golden Anniversary Dinnerware, made by the largest manufacturer of household glassware in the world, is available in sets and open stock at most chain stores and other stores where glassware is sold.

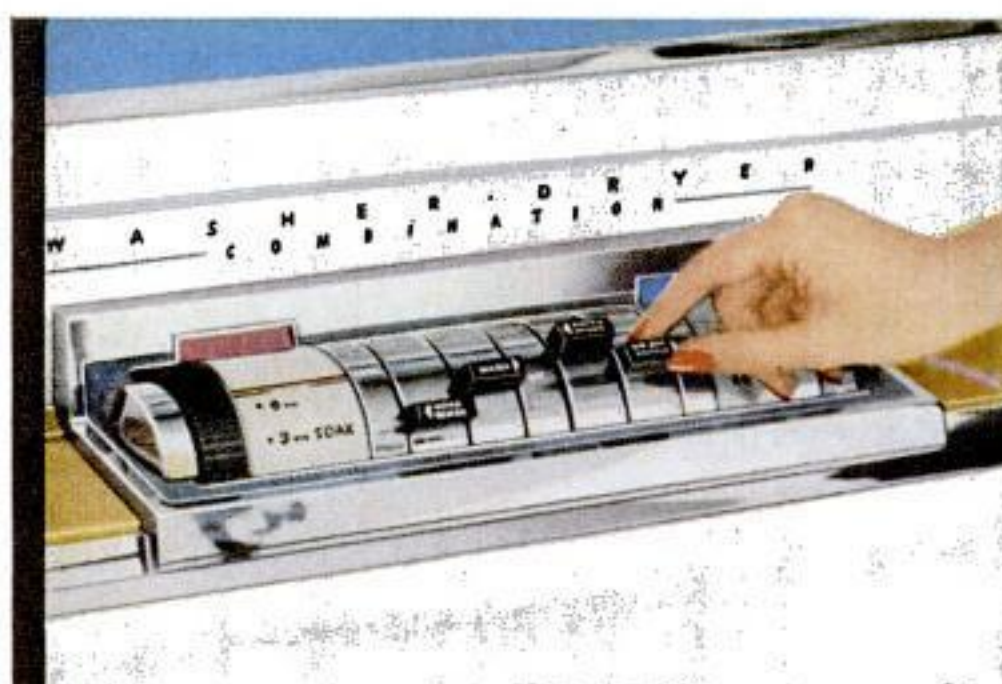
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Why do modern professional laundrettes prefer Gas 30 to 1? *Because Gas is faster!* It provides instant heat for a full supply of hot water when you want it . . . hot enough to get clothes really clean . . . instant heat to start drying the minute clothes are ready. No long warm-up periods! *Because Gas is more economical!* You can save as much as \$32.30 each year in operating costs with a Bendix washer-dryer. *Because Gas takes*

the work out of washing! Gas water heaters, washers and dryers are truly automatic. Burners light themselves, washers turn on at the flick of a dial, dryer heat adjusts itself for safe drying of all fabrics. Plan to make your laundry a New Freedom Gas Laundry.* Handsome new Gas laundry appliances offer this big advantage, too—they actually cost less to maintain and use.

AMERICAN GAS ASSOCIATION



ONE MACHINE DOES ALL THE WORK! Just set a dial—the fabulous Bendix Gas Duomatic washer-dryer** puts your laundry through a complete wash-rinse-and-dry cycle. In less time than it takes to bake a cake, clothes are ready to iron, fold away or wear. The Bendix is versatile, too—you can use it as a washer only or dryer only if you wish.



ALL THE HOT WATER YOU NEED! An A. O. Smith Permaglas gas water heater *replaces* hot water as you use it. Heats it faster, too . . . gets it really hot enough for efficient laundering. (Eye-level controls let you change water temperature as easily as you adjust your gas oven.) The Permaglas-lined tank can't rust and it's guaranteed for 10 years!



**Product of Crosley & Bendix Home Appliances Divisions
Avco Manufacturing Corporation

See all the ultra-modern features of the new Bendix Gas Duomatic Washer-Dryer and A. O. Smith Permaglas Water Heaters—on display now at your Gas company or Gas appliance dealer's.

ONLY GAS gives such matchless performance

The modern, economical fuel for automatic cooking . . . refrigeration . . . water-heating . . . clothes-drying . . . house-heating . . . air-conditioning . . . incineration.

*Reg. A.G.A.

The Dramatic Rituals for Two Degrees

The staging of the most important ritual for a Mason is shown at the right: the procedure by which he becomes a 3° or Master Mason. To many Masons, the most coveted honor is bestowed through the secret ritual re-enacted below: initiation into the 33° of the Scottish Rite.

The 3° ritual is inspired by the biblical story of Hiram Abif. Hiram Abif, greatest mason of his time, was sent by his king, Hiram of Tyre, to help Solomon build his temple. According to Masonic legend, when the temple was finished Hiram Abif was killed and buried in the temple. In Hiram's story, Masons find morals on justice and fidelity.

The 33° ritual is simpler, the degree being conferred with a ring. This year 174 Masons were given the 33°, each becoming a Sovereign Grand Inspector General in the Scottish Rite. Among them was Ernest Breech (*LIFE*, Feb. 28, 1955), chairman of Ford's board of directors. After the ritual Breech, a Mason since 1924, called it "the absolute ultimate in honors."



THIRD DEGREE RITUAL is dramatized by Hartford, Conn. Masons. Here temple workmen kneel before (background, left to right) King of Tyre, Solomon, Hiram Abif. As done here, the candidate gets 3° by taking part in performance.

JUDGE GEORGE E. BUSHNELL (LEFT) GIVES 33° RING TO ERNEST BREECH. SWORDS ON A BIBLE INDICATE SCOTTISH RITE'S SUPREME COUNCIL IS IN SESSION





MARCHING TO CHURCH, Lexington Masons, all with aprons, leave temple (background, building with belfry). Lodge goes to church together annually.



AT SERVICE in Methodist church Masons sing hymn. Minister is studying to be a Mason. Each year Lodge attends services at a different church.



BROTHERLY HANDS, BIBLE, SECRETS ARE INVOKED WHEN GUST PETROPOULOS (LEFT), MASON FROM



SWAPPING STORIES, Tom Cain, acting Worshipful Master (left), and Harger Lester relax after Lodge meeting. Later the members ate downstairs.

EASTERN STAR members salute in Lodge room → as Dolores Wray (center background) takes flag to its stand. All orders meet in the same Lodge room.



Blue Lodge, Masonry's Core

The heart of U.S. Freemasonry lies in 16,000 local Lodges, called Blue Lodges. Every Mason, regardless of rank, belongs to a Blue Lodge where Masonry's basic activities take place.

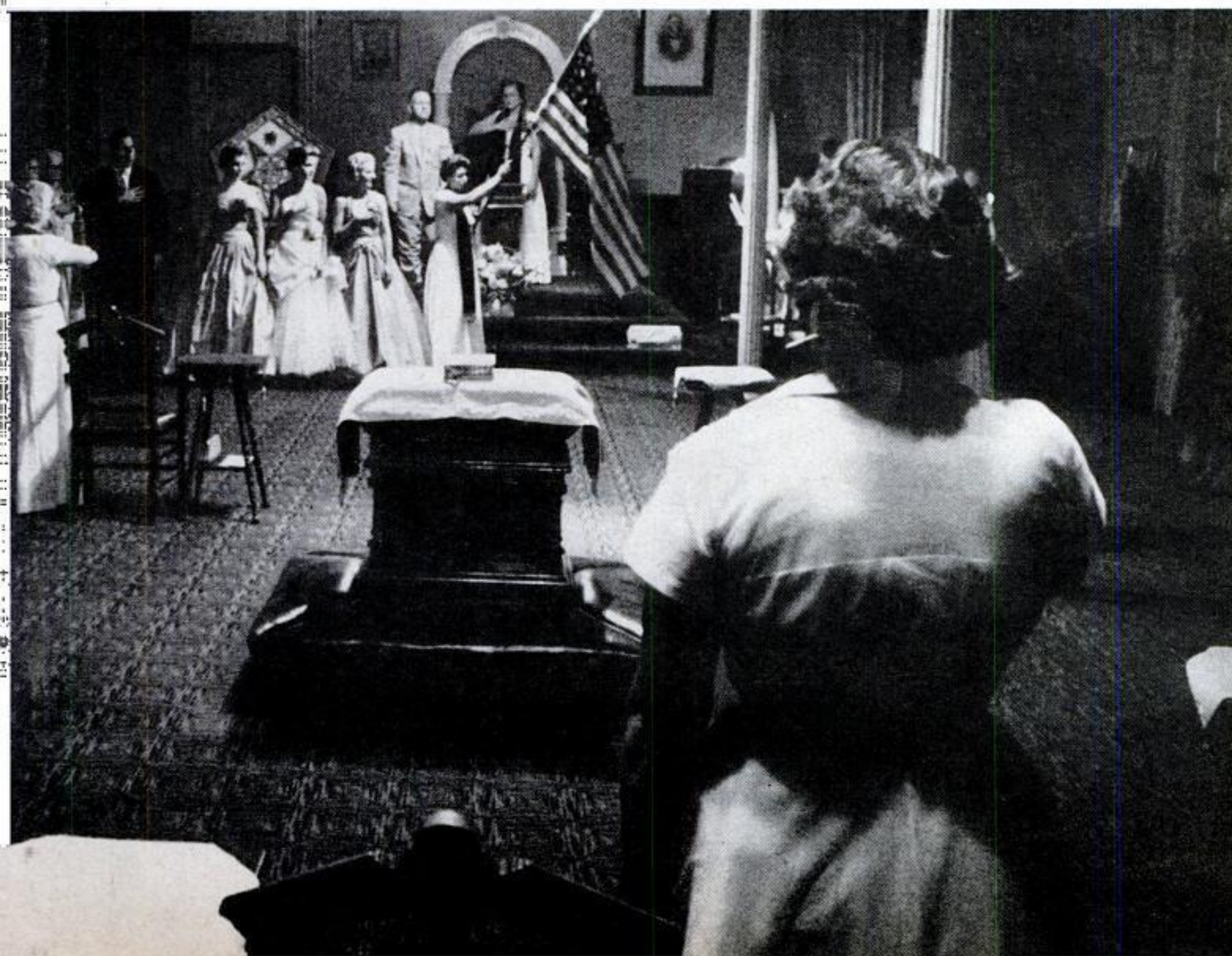
In the Lexington, Mich. district, a fourth of its 2,500 residents belong to Masonic organizations. Twenty-one of the town's 39 businessmen, seven of 15 male high school teachers, two of five councilmen are Blue Lodge members. There are four other Masonic orders in town: Royal Arch, Royal and Select Masters, Knights Templar and Eastern Star. Some Masons belong to all. Masons enjoy each other's company, sometimes find it useful in business, almost indispensable in social life. "If there were suddenly no Masonic order in Lexington," said one, "there would be a void hard to fill."



FLINT, VISITS LEXINGTON LODGE. HE ANSWERS QUESTIONS FROM PAT PATTERSON AND IS ADMITTED



GUARDING DOOR, Charles Coburn, the Lodge's tyler, bars entry to meeting. Name tyler is from masons who tiled roofs, thus hiding building's interior.



NEW MASON, Bill Renno (right), a factory clerk, shows his 1°, Entered Apprentice apron to Charles Coburn. White lambskin apron denotes innocence.

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a fresh start
with soothing**



**Super fast relief for
dry, rough, cracked lips**



**The all-family lip balm, specially
medicated—antiseptic.**



**Personalized*—you can tell your
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**'Chap Stick' is pocket size, easy to
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dry, rough, sore lips.**

**Try using 'Chap Stick' regularly
for just one week. Once you have
fully enjoyed its soothing comfort,
you will want to carry it with you
always. And remember 'Chap Stick'
is Personalized*. You can always
tell your own at a glance.**

**Why not buy a 'Chap Stick' today
for every member of your family.
Refuse all substitutes.**

Available in Canada



MASONS CONTINUED



STATE GRAND MASTERS shown on cover are identified in this numbered key. They are 1956 Grand Masters, photographed when they convened in Washington. 1—W. V. Fentress, Va. 2—W. W. Boothe, Texas. 3—J. H. Gick, N.J. 4—H. T. White, Neb. 5—S. W. McIntosh, D.C. 6—H. Marciano, P. R. 7—J. A. Eaddy, S.C. 8—F. W. Nicholas, Ohio. 9—H. A. Speich, Wis. 10—P. L. Powers, Maine. 11—R. E. McWhinnie, Wyo. 12—W. W. Johnson, Mass. 13—W. J. Craig, Mo. 14—H. R. Ruusi, Mich. 15—M. H. Pierce, Del. 16—C. B. Wilson, Ariz. 17—V. L. Walters, Miss. 18—L. F. Murch, N.H. 19—M. E. Ryan, Colo. 20—T. L. Nunn, Ala. 21—R. R. Douglass, Iowa. 22—H. H. Hammill, Utah. 23—S. E. Kelsey, Kan. 24—R. W. Meier, Wash. 25—G. D. Wells, S. Dak. 26—C. G. Johnson, Mont. 27—W. R. Howard, Okla. 28—D. A. Long, La. 29—N. V. Miller, Ark. 30—J. A. Batch-

elor, Ind. 31—F. R. Adams, Vt. 32—F. W. Laws, N. Mex. 33—M. T. Sonntag, Ill. 34—A. W. Dowell, Md. 35—R. T. Lord, Fla. 36—C. W. Rinehart, W. Va. 37—W. L. Hillyer, Minn. 38—C. H. Pugh, N.C. 39—E. V. Stewart, Calif. 40—M. Kidder, N. Dak. 41—C. M. Gordon, Idaho. 42—L. G. Immonen, Nev. 43—J. H. Smith, Conn. 44—H. H. Conn, Tenn. 45—F. B. Layman, Ky. 46—R. C. Ellis, N.Y. 47—E. Bolliger, Ore. 48—B. L. Amon, Ga. 49—A. T. Curtis, R.I.

Grand Master C. H. Nitsch of Pa. appears on pages 108, 109. Since LIFE's picture was taken, these new Grand Masters have been elected: C. H. Baldwin, Ariz.; J. H. Manwaring, Conn.; C. R. Lucas, Fla.; K. J. Baumgartner, Kan.; A. L. Burbank, Me.; F. M. Dodge, Mich.; O. L. Danek, Minn.; J. H. Buehrer, N.J.; H. C. Denny, N. Mex.; N. Turk, N.Y.; J. C. Vance, N.C.; L. W. Temple, S.C.; N. L. Roberts, Tenn.

Grand Masters and Allied Groups

Following is a directory of the active organizations in the U.S. allied to American Freemasonry. The list does not include the dozens of affiliated groups whose memberships are limited to a small area. The purpose of each group and those who are eligible for membership are described in italics.

Acacia Fraternity: *cements friendships at college. For Protestant men recommended by two Master Masons.*

American Lodge of Research: *studies Masonic history. Master Masons.*

Ancient & Accepted Scottish Rite, Northern and Southern Jurisdictions: *Master Masons.*

Ancient Arabic Order of the Nobles of the Mystic Shrine: *social pleasures. 32° Masons and Knights Templar.*

Ancient Egyptian Order of Princesses of Sharemku: *charitable and social projects. Female relatives of Shriners.*

Ancient Egyptian Order of Sciots: *promotes Masonic fellowship. Masons who promise to attend Blue Lodge monthly.*

Ancient Toltec Rite: *Confers degrees. Knights Templar or 32° Masons and female relatives.*

Daughters of Mokanna: *assists Grotto members. Female relatives of Prophets of the Enchanted Realm.*

Daughters of the Nile: *encourages high principles. Wives of Shriners by invitation.*

George Washington Masonic National Memorial Association: *maintains Washington Masonic memorial. Grand Lodge members.*

Grand College of Rites of the U.S.A.: *studies ancient Masonic Rites. Master Masons by invitation.*

Grand Council of Allied Masonic Degrees of the U.S.A.: *practices old Masonic rituals. Royal Arch Masons.*

High Twelve Club, International: *promotes inter-Masonic friendships. Master Masons.*

Holy Order of Knights Beneficent of the Holy City: *strengthens religious devotion. Master Masons by invitation.*

Holy Royal Arch Knight Templar Priests: *confers degrees. Eminent Commanders of Knights Templar Commanderies.*

Ladies' Oriental Shrine of North America: *humanitarian work and fellowship. Wives and families of Shriners.*

Low Twelve Clubs: *maintain funds for Masonic death benefits. Master Masons.*

Loyal Orange Institution of the United States of America, Inc.: *upholds Protestantism. Any American Protestants.*

Masonic Clubs: *social. Master Masons.*

Mutual-Guild: *promotes unity of officers of Grand Jurisdictions of Knights Templar and Royal Arch. Certain officers.*

Mystic Order of Veiled Prophets of the Enchanted Realm, also called the Grotto: *social pleasures. Master Masons.*

National Sojourners: *unites Masons in U.S. Military Services. Masons who are military officers.*

Order of DeMolay: *develops character, teaches citizenship*

and love of parents. Males between 14 and 21 years of age.

Order of Desons: *assists its members. Any deaf men with close relationship to Master Masons.*

Order of Job's Daughters: *inculcates fraternalism among members. Girls 12 to 20 related to Master Masons.*

Order of Knight Masons (of Ireland): *gives the "Green Degrees." Master Masons by invitation.*

Order of Rainbow for Girls: *teaches right living. Girls 12 to 18, related to Masons or Eastern Stars or friends of these girls.*

Order of the Amaranth: *promotes charities. Female relatives of Master Masons and Master Masons.*

Order of the Bath of the United States of America: *promotes fraternity and charity. Master Masons.*

Order of the Builders: *teaches religious and democratic understanding. Boys 13 to 21.*

Order of the Constellation of Junior Stars: *teaches interdenominational religion. Girls, 12 to 18, of Masonic families.*

Order of the Eastern Star: *promotes charity, Masonic good will. Female relatives of Master Masons and Master Masons.*

Order of the Golden Chain: *supports benevolence and lofty ideals. Female relatives of Master Masons and Master Masons.*

Order of the Golden Key: *aims to establish Masonic Center of Learning for all age groups. Master Masons.*

Order of the White Shrine of Jerusalem: *social and religious activities. Female relatives of Master Masons.*

Philaethes Society: *clearing house for international exchange of Masonic philosophy. Master Masons.*

Red Cross of Constantine, Grand Imperial Council: *studies and purifies science of Masonry. Royal Arch Masons.*

Royal Order of Jesters: *follows motto, "Mirth is King." Members of Shrine by invitation.*

Royal Order of Scotland: *confers degrees. Christian Scottish or York Rite Masons of at least five years' standing.*

Social Order of the Beauceant of the World: *fellowship, aids Knights Templar. Wives or widows of Knights Templar.*

Societas Rosicruciana in Civitatibus Foederatis: *examines Masonic legends, history. Master Masons by invitation.*

Society of Blue Friars: *honors Masonic authors. Masons who have written about Masonry, by invitation.*

Supreme Conclave True Kindred: *encourages fraternity and charity. Master Masons and female relatives over 18.*

Sword of Bunker Hill: *promotes patriotism, benevolence and interest in Freemasonry. Master Masons.*

Tall Cedars of Lebanon of the United States of America: *social. Master Masons.*

Ye Antient Order of Corks: *confers Cork Degree. Royal Arch members of Allied Masonic Degrees.*

York Cross of Honour: *encourages friendship of members. Past presiding officers in Blue Lodge or York Rite unit.*

York Rite: *encompasses Royal Arch, Council of Royal and Select Masters, Knights Templar. Master Masons.*

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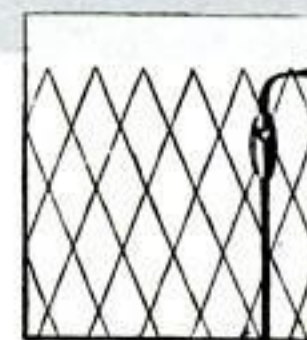


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Steam Iron of all...
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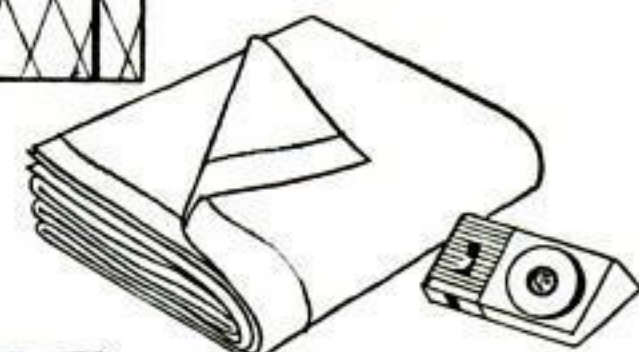
Only Casco steams on every heat setting—others steam on only one • Guaranteed for use with plain tap water even in the hardest water areas. • Steams longer, up

to an hour-and-a-half on a single filling. Dry Irons too. Handles in beautiful, permanent decorator colors: Red, Black, Green, Yellow. \$15.95.

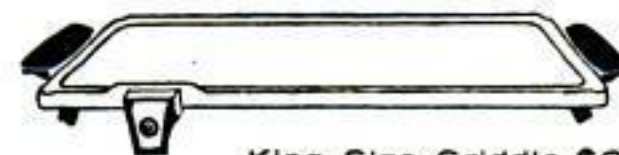
Casco doesn't try to make everything. But Casco does aim to make the *best of a select few appliances*. Its famous, all stainless steel, all-fabric steam iron is typical of superior Casco quality. That's why Casco is America's number one tap water steam iron—First choice of millions of women for easier ironing.



Heating Pads
from \$5.95



Electric Blankets
from \$29.95



King-Size Griddle \$24.95

Symbol of the finest in Automatic Electric Appliances



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Fashion... a man's world, too



THE ARROW DART, \$3.95

What a well-dressed man will wear tomorrow. The odds are that it will be an Arrow Dart because it's America's most popular shirt. The Dart's trim non-wilt collar has made it the shirt for traveling, too. The Dart's teammate, the Dale, of premium broadcloth, is available with non-wilt collar and French cuffs. Both shirts are "Sanforized"-labeled. Dart, \$3.95; Dale, \$5.00; Arrow acetate and rayon Tie, \$1.50. (Arrow Shirts are available in boys' sizes, too.) Cluett, Peabody & Co., Inc.

ARROW — first in fashion

MASONS CONTINUED



18TH CENTURY FREEMASON'S PICTURE

The Order's History Here and Abroad

Throughout its 239-year history Freemasonry found that its secrecy and rituals have both attracted members and aroused enemies. When cathedral-building in England decreased in the mid-17th Century, many guilds of stoneworkers, known as free masons apparently because they were free to move from town to town, became purely social groups. They often initiated nonmasons as members, calling them speculative Masons. In 1717 four London Lodges composed largely of speculative Masons formed the Grand Lodge of England.

After decades of religious bitterness many Englishmen now found comfort in a moral system based on unchanging building tools—the compass, square and level—and embraced an order that saw God as "the Grand Architect." Wherever Englishmen went they founded Masonic Lodges. Enlightened Europeans, certain of human perfectibility and distrustful of ancient institutions like the Catholic Church, joined. Among them were Frederick the Great, Voltaire and Mozart.

But the strange costumes, the aristocratic flavor of Freemasonry made the lower classes suspicious. In London Masonic parades were stoned. The antagonism to the Roman Catholic Church that grew with the Enlightenment was reflected in anticlerical attitudes of leading Masons. This aroused the hostility of Pope Clement XII who in 1738 denounced the order, "for if they were not acting ill, they would not . . . have such a hatred of the light." Lodges in Catholic nations were closed, often by mobs. Today, though a few Catholics are Masons, the Church has never reversed its historical position. Any Catholic who takes part in Masonic religious rituals or swears Masonic oaths of secrecy that could run counter to the Catholic concept of the confessional has automatically excommunicated himself.

CONTINUED



FIGHT WITH CHURCH is satirized by 1881 cartoon in *Puck* magazine depicting an argument between Pope (left) and Masons. *Puck* says they are like "two old women scolding each other," lots of noise but no one is ever hurt.

SOUND CONDITIONING . . . the new comfort for up-to-date homes



TV FAN LES STRATTON likes Westerns, the wilder the better. But gunfire and war whoops don't bother parents who have Cushiontone overhead. The ceiling absorbs sound before it becomes noise.



GUN-TOTIN' GEORGE nearly brings down the house with his enthusiastic gun battles. The Cushiontone ceiling makes the noise hardly noticeable.



MUSIC-MINDED JEFF may not be able to drown out his two big brothers, but the noise of his efforts is made far more bearable by the Cushiontone ceiling.



DEEP CONCENTRATION is needed for chess. It's easy to achieve in any room of the house when there's a Cushiontone ceiling that soaks up as much as 80% of the noise that strikes it.

NEW PEACE FOR PARENTS

Beautiful noise-absorbing ceiling brings restful quiet despite houseful of active youngsters

Last week it appeared that households from Maine to California were well on their way to a solution of that age-old problem—how to have a little peace and quiet in a home where there are active young children.

The solution was turning up at building materials dealers' in the form of an unusually good-looking ceiling material called Armstrong Full Random* Cushiontone. Cushiontone almost completely muffles household noises—the clamor of children, the whirring of appliances, the shock of telephone and door bells—and brings an almost heavenly peace and quiet.

Equally important, the attractive design of Full Random Cushiontone adds decorative charm to either modern or traditional homes. Crackproof and easy to keep clean, the material is so easy to put up over old ceilings that it's no major task for even the most inexperienced "do-it-yourselfer." An Armstrong Acoustical Contractor is available in most areas if professional help is wanted. He's listed in the Yellow Pages of the phone book.

What happened when Cushiontone entered the remodelled ranch-type home of the Strattons, in a small Midwestern town, is shown by the pictures here. It's the kind of success story that could easily be repeated in your home.

*TRADE-MARK

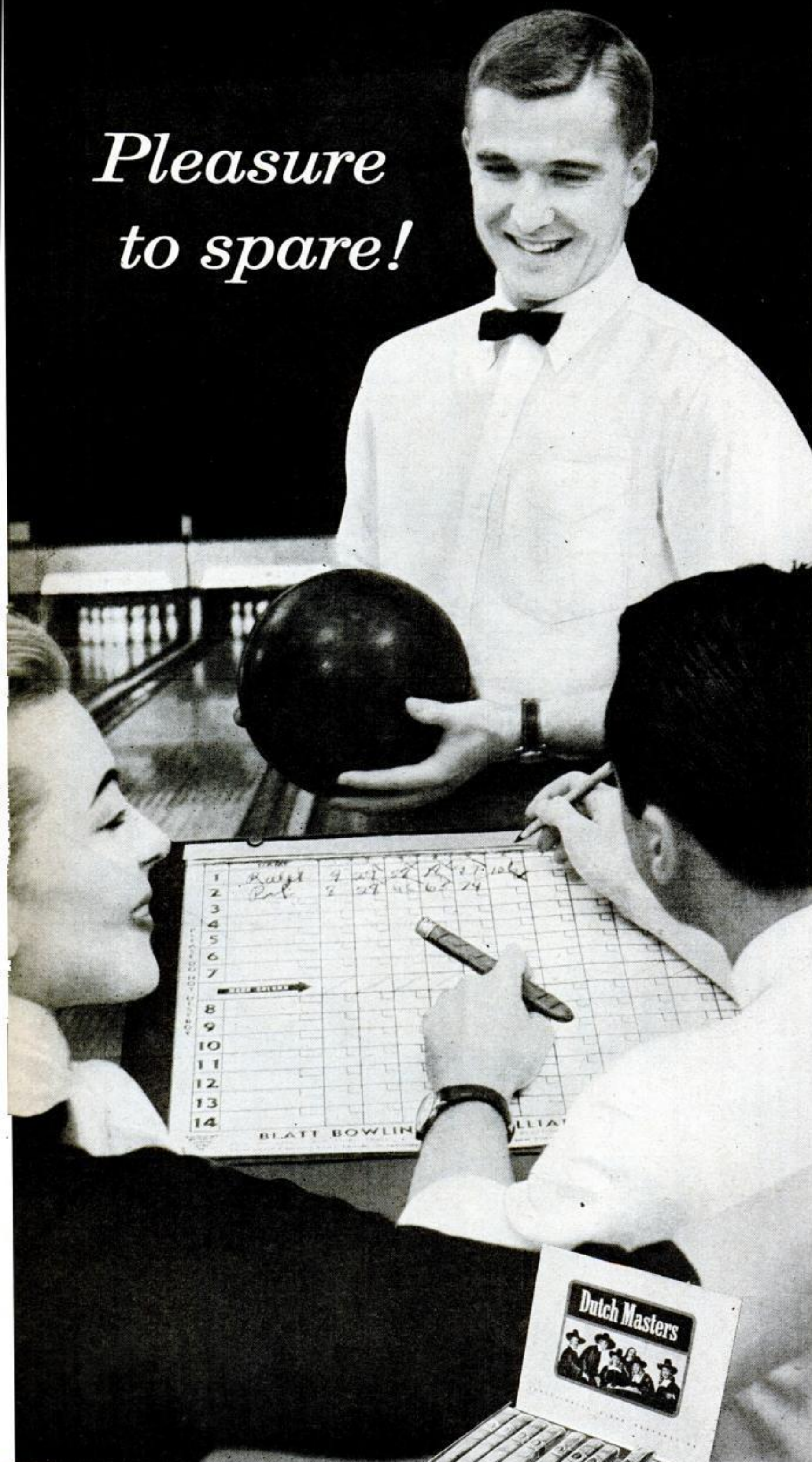


FREE BOOKLET told the Strattons all they needed to know to put up Cushiontone. For your free copy, write Armstrong Cork Company, 5610 York Dr., Lancaster, Pa.

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His favorite game...his girl...
and a fine Dutch Masters Cigar
...what more could a young
man ask for? No matter how
the score turns out, he's sure of a pleasant evening.

You'll find that no matter what you're doing, superbly
blended Dutch Masters contribute greatly to your
enjoyment...any time. Try the youthful Panetela today,
just 25c for 2. Other Dutch Masters shapes to 25c each.

*Mild yes...
tastefully mild* **Dutch Masters**

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GREAT KIDNAPING FUROR took place in 1826 over disappearance of William Morgan, a renegade Mason who was supposedly abducted and then killed by Masons. *Harpers* drawing shows Masons forcing Morgan into coach.

MASONS CONTINUED

Brought to America by British colonists, Freemasonry, with its emphasis on brotherhood, enlisted many leading colonial Americans who saw in the order a vehicle for establishing the principles of liberty and equality. It grew into a patriotic movement and some historians believe that the "Indians" who took part in the Boston Tea Party were Masons from Boston's St. Andrew's Lodge. On the day of a Lodge meeting Masons were observed going into the Green Dragon Tavern, their meeting place. "Indians" were later seen leaving for the wharf.

During the Revolutionary War, Washington, who said the order's goal was "to promote the happiness of the human race," favored creation of military Lodges for soldiers. There were at least 11 such Lodges, the most famous being American Union Lodge Number One. At Valley Forge, Washington helped initiate Lafayette into Masonry.

Freemasonry's only U.S. crisis came in 1826 when an ex-Mason, William Morgan, disappeared after publishing his Lodge secrets. Masons were accused of kidnaping Morgan (*above*) and in the resulting furor an Anti-Masonic party was formed. In 1832 the Anti-Masonic party ran a presidential candidate, William Wirt, against Andrew Jackson, a Mason. Wirt carried the state of Vermont but nothing else and soon the Anti-Masonic political party died out.

After 1832, Freemasonry began to lose its political tinge, taking on the social and more emphatically fraternal character it has today. This helped its steady growth. There were 200,000 members when the Civil War began in 1861. During the war over a hundred military Lodges were formed. After the Civil War they helped in the order's period of great growth. By 1900 there were over 800,000 members.



FAMOUS WORSHIPFUL MASTERS in U.S. included Benjamin Franklin and George Washington. Franklin, first Grand Master of Pennsylvania, also joined Paris Lodge when he was ambassador to France, helped to initiate Voltaire into Masonry. Washington, Worshipful Master of Alexandria, Va. Lodge, was zealous Mason for 47 years. Some Masons started a movement to make him national Grand Master of all U.S. Masons, to be united into a national grand Lodge. But Massachusetts Masons did not consent and the idea died.



DRIEST OF THE DRY. No mirage, but something very real, we present the *smart* martini, the Vodka Martini: "*The Martini with the Marvelous Taste.*" It's sheer perfection . . . the driest, smoothest, most pleasing Dry Martini of them all. *The Recipe:* Follow your usual procedure—make it any proportions you like—with one simple, but all-important difference: Use Smirnoff Vodka instead of gin.

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**Three delicate tints, decorator-selected
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WELCOMING AND GAY! Warm friendliness surrounds a room you light with Beauty Tone *Candlelight*. Whatever room you choose to flatter with this lovely tinted light, you'll discover that your tables and panelling take on a richer golden glow. And for festive occasions, Westinghouse Beauty Tone *Candlelight* Bulbs make it *feel* like a party!

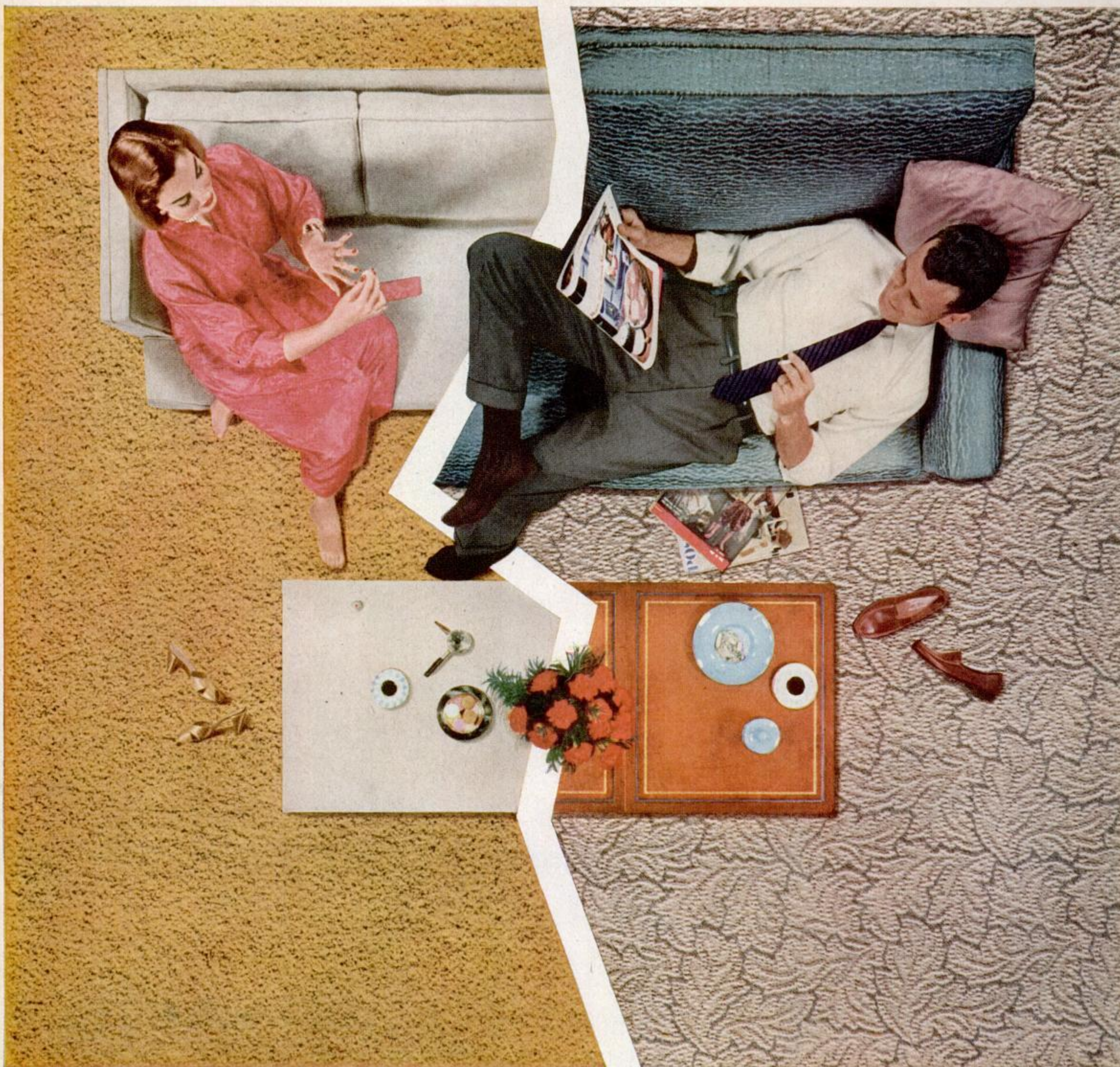


COOL, GRACIOUS SPACIOUSNESS! Rooms take on an airy new dimension when you light them with Westinghouse Beauty Tone Aqua Bulbs. Confining colors are subdued. You feel your space has opened up! Many smart homemakers switch to Beauty Tone Aqua in hot weather—"air condition" with light!



FLATTERING...INTIMATE! How Beauty Tone Pink will flatter your complexion! And see how it accents the warm tones in fabrics and woods. To create a charming air of intimacy, there's nothing like Beauty Tone Pink. But make the most of all the colors in your home, *buy all three* Westinghouse Beauty Tone tinted-light bulbs today!

"Gowns by Scaasi"

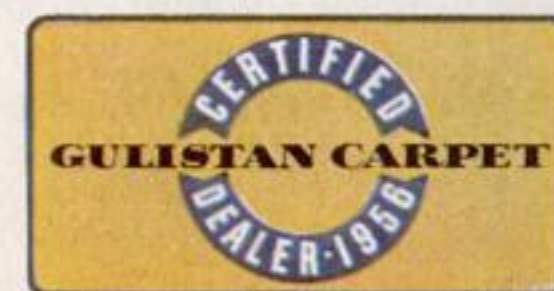


Striking Gulistan SUPER FRIEZETTE. 12 ft. by 12 ft.—A FULL 16 SQ. YDS.—costs only \$11.07 a month. Padding and installation optional at extra cost.

Lovely Gulistan MARBURY. 12 ft. by 18 ft.—A FULL 24 SQ. YDS.—costs only \$10.53 a month. Padding and installation optional at extra cost.

Now you can enjoy the **GULISTAN CARPET**
of your dreams for as little as \$10⁰⁰ a month

Would you tuck away just a few dimes a day to be able to sink your toes into a gorgeous, thick, cushiony Gulistan Carpet? That's all it takes to put this sensation underfoot in your favorite room. Your Certified Gulistan Carpet Dealer has 29 qualities, 96 patterns and 170 colors of Gulistan Carpet for your selection. You may choose from magnificent all-wool carpet or rayon or rayon-nylon combinations in sculptured, textured, tufted and plains. See the brilliant new colors and styles with which you can create just the decorative atmosphere you desire. Visit your Gulistan Carpet Dealer to make your home more beautiful . . . for just a few dimes a day.



Gulistan Carpet costs no more than ordinary carpet. Enjoy it NOW—up to 3 years to pay.

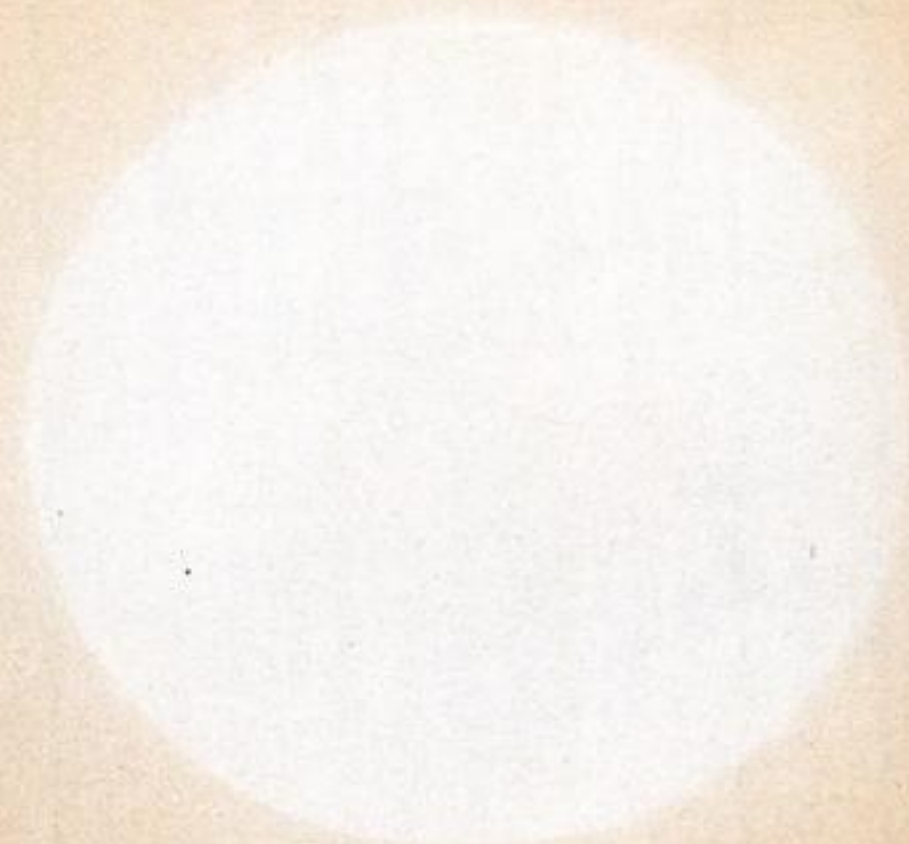
MADE IN THE U. S. A. BY AMERICAN CRAFTSMEN • A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK 16, N. Y.

A TRIAL BY HEAT UNDER A DESERT SUN

**The Army's machines and men suffer
in endurance test on Arizona wastes**

Under the burning disk of a morning sun hanging in a copper sky an Army T-43 tank clanked through the desert near Yuma, Ariz. As the sun rose higher, the temperature outside the tank climbed to 106°. Inside the tankmen sweltered in a blistering 160° heat.

The purpose of this punishment was to find out how much heat machines and men can stand in rugged terrain. Army volunteers have been spending fiercely hot weeks testing vehicles, equipment and clothing, and subjecting their bodies to experiments so rigorous that they shed more than a quart of sweat an hour. The million-acre Yuma site stays so hot that the Army does not even bother to stage physiological tests on the rare days when it drops below 95°.

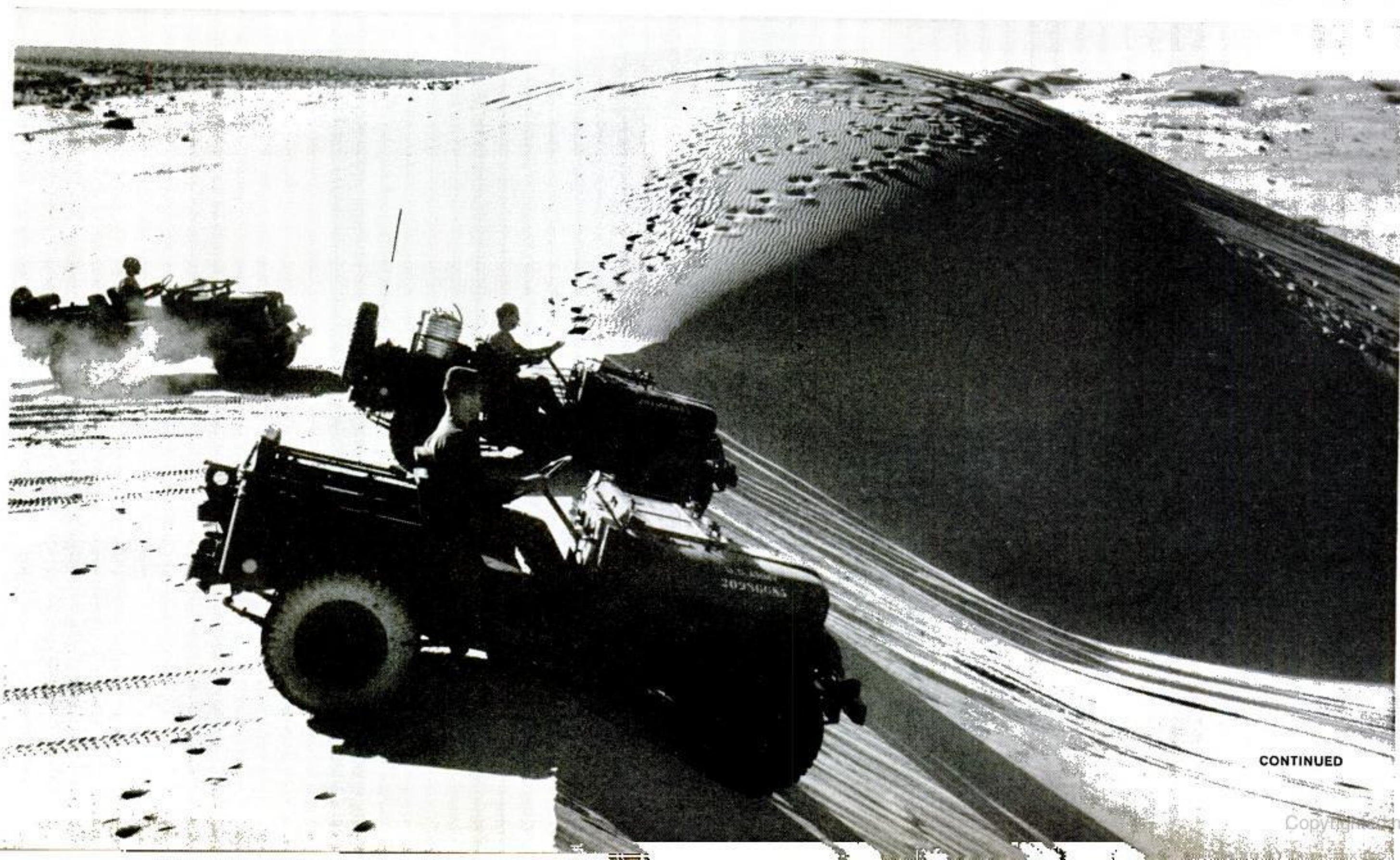


Trial by Heat CONTINUED



SANDY STROLL is daily routine for team seeing how long it takes to wear out new tropical boots, which seem to "last forever." These stood up for 150 miles.

DUNE DRIVES test the durability and performance of Jeeps. Driving is arduous because vehicles may flounder on way up dunes, risk overturning on way down.



CONTINUED



HYDE STATE PARK, near Santa Fe, New Mexico. A beautiful picnic and camping area at 8,500 feet overlooks majestic peaks and valleys. Enjoy the scenic drive or follow winding foot trails through the colorful mountain forest. For information, write: State Park Commission, Box 958, Santa Fe, New Mexico.

More Pleasure per Mile with the C.I.T. Plan

There's more fun driving a trouble-free new or better used car. The C.I.T. Time Purchase Plan enables you to drive the car you want as you pay for it. And the complete C.I.T. Plan protects you, your investment, and your family with eight essential features.

When you buy your next car, ask your dealer for this economical plan. He can handle all the details right in his showroom. Compare with any other way to buy and you'll see why over 15 million people have bought their cars through the C.I.T. Time Purchase Plan for Carefree Driving.

YOU GET ALL THESE PROTECTIONS WITH THE COMPLETE C. I. T. PLAN

1. PROTECTION FOR COLLISION LOSSES TO YOUR CAR. No shopping for bids with this insurance. You can take your car directly to your own dealer for fast repairs in case of accident. You are assured prompt and proper service.

2. ADDED PROTECTIONS TO YOUR CAR. You are protected in case of fire, theft, flood, pilferage, vandalism, and many other causes of loss.

3. TOWING AND ROADSIDE HELP. You are reimbursed up to \$10 for towing and roadside labor expense if your car breaks down anywhere you drive.

4. BROAD "BORROWED CAR" PROTECTIONS. You, or any relative living with you,

receive all the foregoing protections when driving or using a passenger car other than your own. (Not available currently to purchasers in La., Mass., Va. or Canada)

5. ESTABLISHED CREDIT. You can request any one of our 462 offices to pay the bill for emergency repairs. You can repay in convenient monthly instalments.

6. LIFE INSURANCE. Your family will own your car outright without further payments in the event of your death while this insurance is in force on your life.

7. CASH BENEFITS IN PERSONAL ACCIDENTS. You are covered in case of your death or

loss of sight or limbs arising from many common traffic accidents, as specified in a Limited Travel and Pedestrian Accident Policy. (Not available to California or Ohio purchasers.)

8. HELP IN LEGAL DIFFICULTIES. If you, or a member of your family, are held in bail on traffic charges, you can get bail bond up to \$5,000 at no extra expense to ensure prompt release from custody anywhere in the U.S. (Not available to California or Canadian purchasers.)

LOCAL SERVICE. Anywhere you drive in the U.S. or Canada, there's a C.I.T. office nearby to give you immediate action and assistance on these protections.

OFFERED BY
ALL AUTO DEALERS
WHO DISPLAY THIS SYMBOL



UNIVERSAL C. I. T. CREDIT CORPORATION • ONE PARK AVENUE, NEW YORK 16, N. Y.
IN CANADA: CANADIAN ACCEPTANCE CORPORATION LIMITED, TORONTO

SINCE 1908

NO MORE YELLOW...NO MORE GRAY!

**YOU PRE-LOAD WITH RINSE
CONDITIONER WHEN YOU
LOAD WASHER!**



*Dispenser Wheel auto-
matically adds condi-
tioner when rinsing begins*



New NORGE Washer with Dispenser Wheel

**AUTOMATICALLY MAKES A NEW KIND
OF RINSE WATER FOR UP TO 39%
BRIGHTER, CLEANER CLOTHES!**

Now Norge has discovered the first automatic way to give your tap water greater rinsing power than soft water, rain water, or even distilled water—to banish forever the film that causes yellowing, graying and lint in your clothes. This stubborn film is deposited on your clothes regardless of your detergent, your washer, or your water—hard or soft.

Because film is formed by minerals in the water combining with soap or detergent, ordinary washing and rinsing can never dissolve it. It can be removed automatically only by the '57 Norge Washer with Dispenser Wheel that mixes and dispenses a new kind of rinse water made with Calgon®. This new rinse water removes all trace of dulling film and prevents new film from forming—for up to 39% brighter, cleaner clothes, automatically!

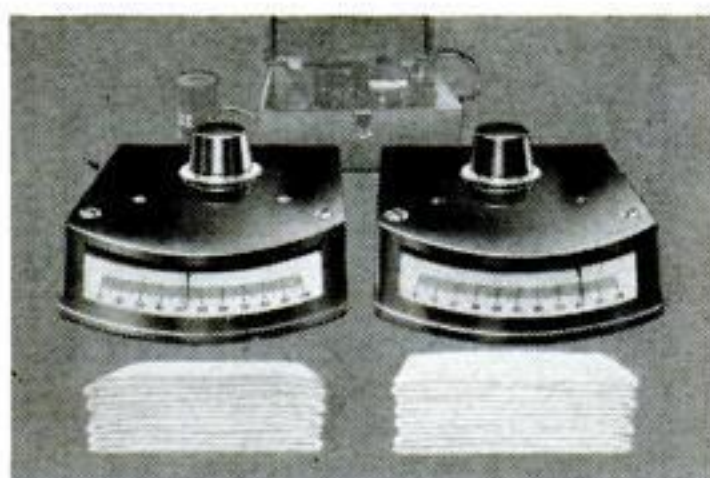
FIRST 100% AUTOMATIC WASHER MADE!

Dispenser Wheel makes adding Calgon to the rinse as automatic as the rinse cycle itself.

Hot or Warm Wash—Warm or Cold Rinse. Pre-select the wash and rinse water temperature you want according to the fabric.

Dual Time-Line Control. Your choice of two fully automatic cycles—regular or short.

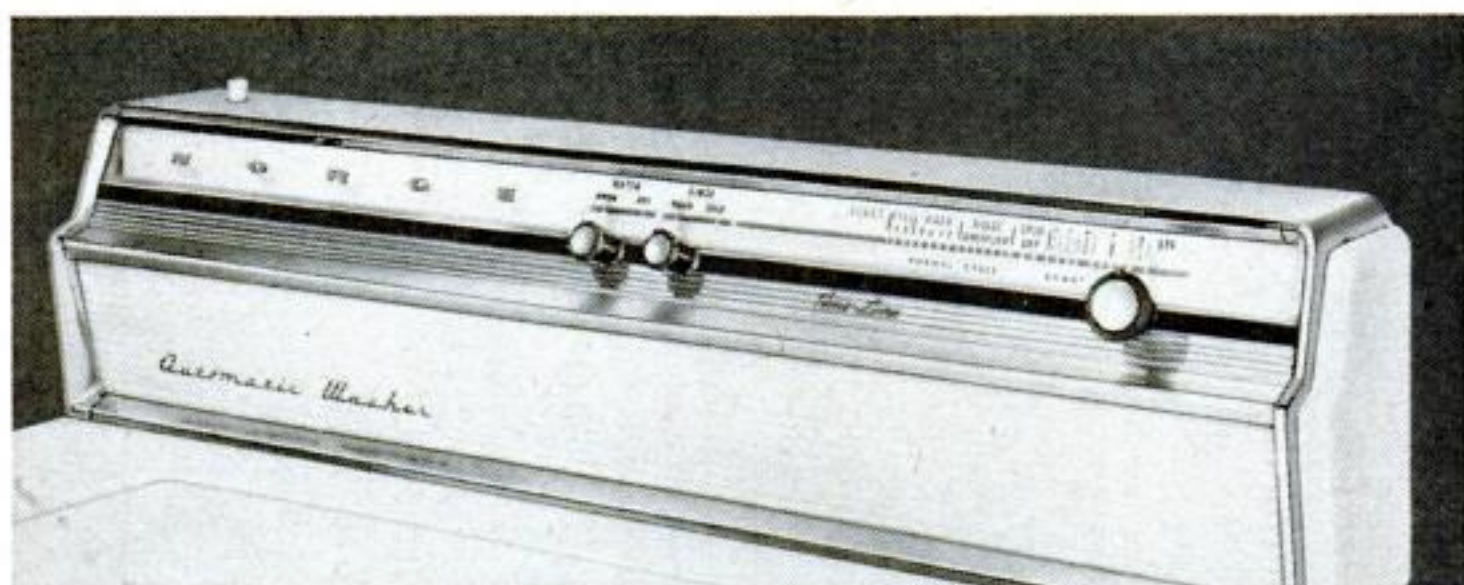
Automatic Suds-Return. A really automatic way to save and re-use hot, sudsy water.



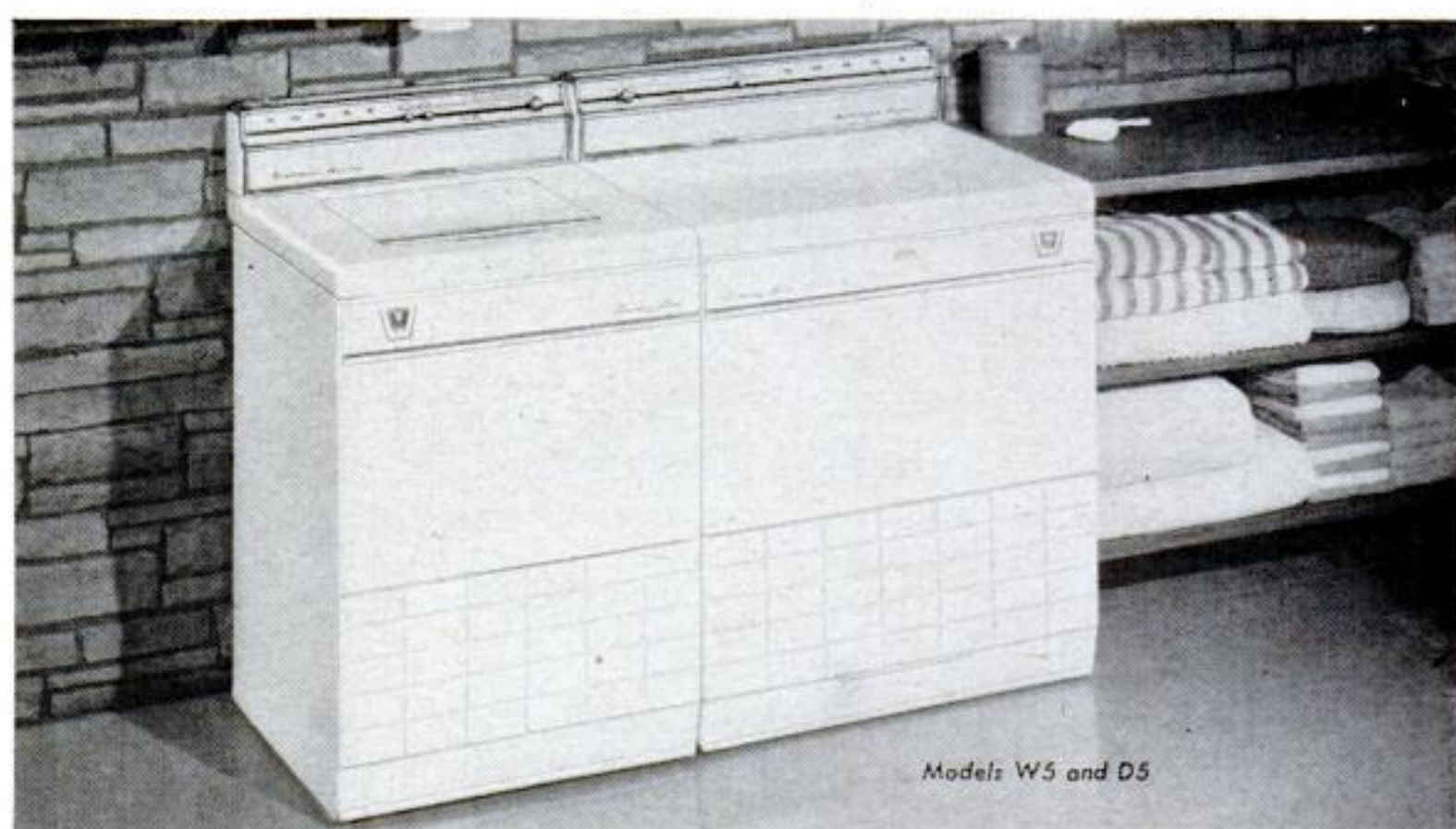
PROOF FROM THE LABORATORY. Amazing Reflectometer test proves diapers rinsed in Calgon are up to 39% whiter, cleaner than diapers that are rinsed the ordinary way!



PROOF AT HOME. Put a clean handkerchief in a jar filled with water. Shake. Add 1 teaspoon of Calgon (which makes no suds). Now shake again. Watch soap film suds itself away!



RATED NO. 1 WASHER—by independent consumer testing laboratories—for 2 consecutive years...backed by a 5-Year Warranty and 30-Day Satisfaction Guarantee...free case of 12 regular Calgon packages with purchase of every Norge Dispenser Wheel Washer...free box of Calgon just for going to your Norge Dealer's for a personal demonstration.



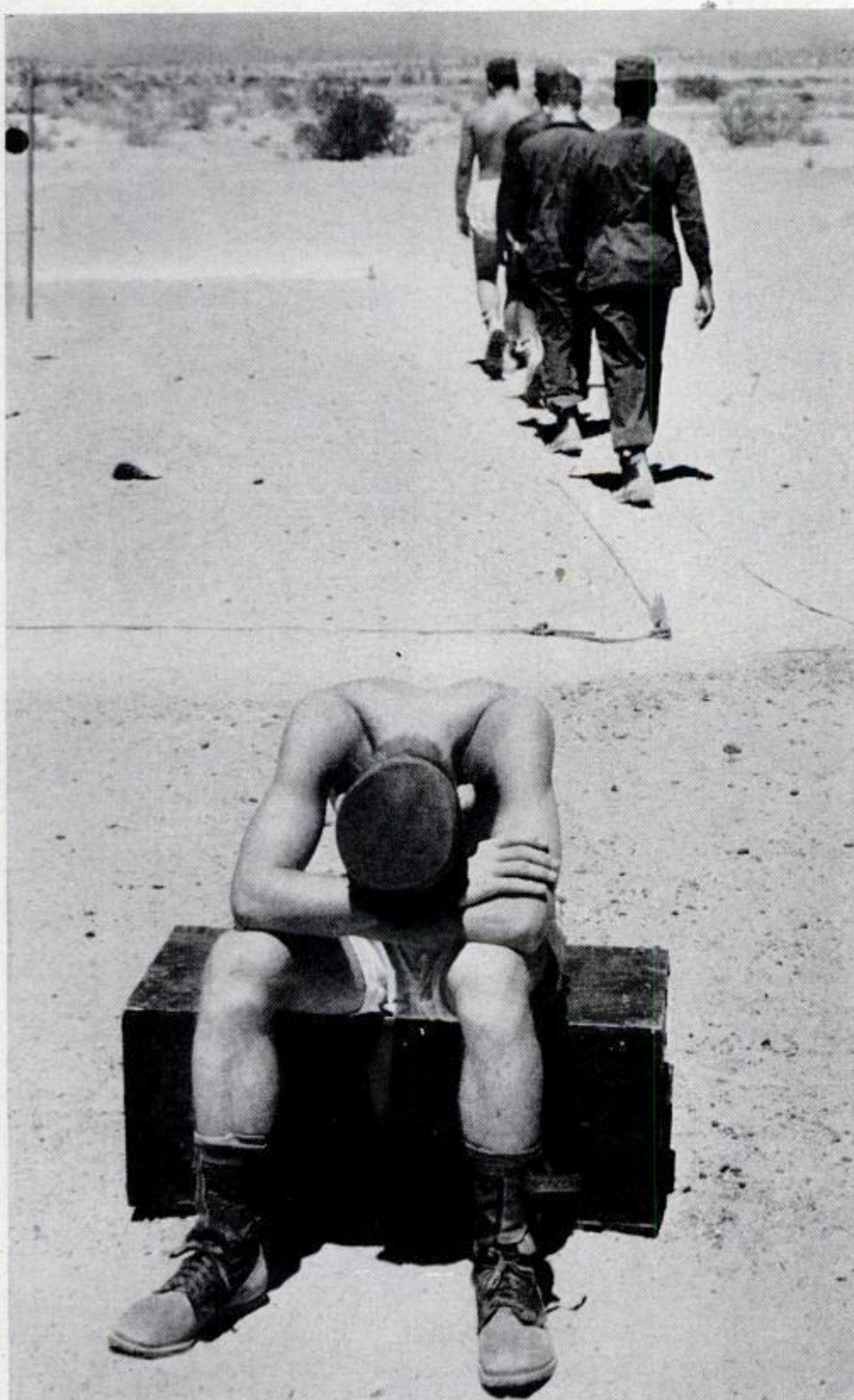
'57 NORGE WASHER with Dispenser Wheel plus new Norge 4-Way Dryer with Hamper-Dor make a perfectly matched laundry pair for softer, fluffier, cleaner clothes, the easy way!

NORGE®

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation,
Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd.,
Toronto. Export Sales, Borg-Warner International, Chicago 3, Ill.



TOUGH WAY TO PICK WARDROBE



HOW TO DRESS for desert duty may be answered by comparison of heat's effect on man sitting quietly with men marching while wearing a variety of clothing—conventional uniforms, loose outfits similar to Arab garb, shorts. Men are encouraged to drink all the liquid they need, but their intake and loss are carefully measured and recorded. The initial results of experiment indicate the more liquid taken and less clothing worn, the better men resist heat.



PROSTRATE PRIVATE rests in shade after drinking water too fast during march to test boots. Such mishaps are rare since testees are acclimated.

CONTINUED



WINNING COACH WEARS ESQUIRE SOCKS

...so did thousands of fans in the stands. Actually, everywhere you look today, you'll see more men wearing the ribbed Governor®. The reason? The Governor brings a *new weight* to one-size stretch socks. This means a richer, neater look than you've ever had before. Take a tip from the coach, get Esquire Socks' all-nylon Governor. \$1

ESQUIRE SOCKS®

"THE SMARTEST THING ON TWO FEET"

DIVISION OF CHESTER H. ROTH CO., INC., MANUFACTURERS, NEW YORK CITY



From **PARKER** comes the ball point
that writes like a fine pen



writes 5 times longer

than any ordinary ball point pen. Parker Jotter writes on and on—smoothly, clearly, dependably—without skipping or leaking. One giant-size Jotter cartridge writes over a year for most people . . . saves money and inconvenience of frequent refilling. Jotter is made by Parker to look, feel and perform like the fine pen it is. It's *the* outstanding ball point . . . yet Jotter is only **\$295**

Your choice of point sizes—extra fine, fine, medium and broad.

Jotter—the Parker ball point pen

COPYRIGHT 1956 BY THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U. S. A. • TORONTO, ONTARIO, CANADA

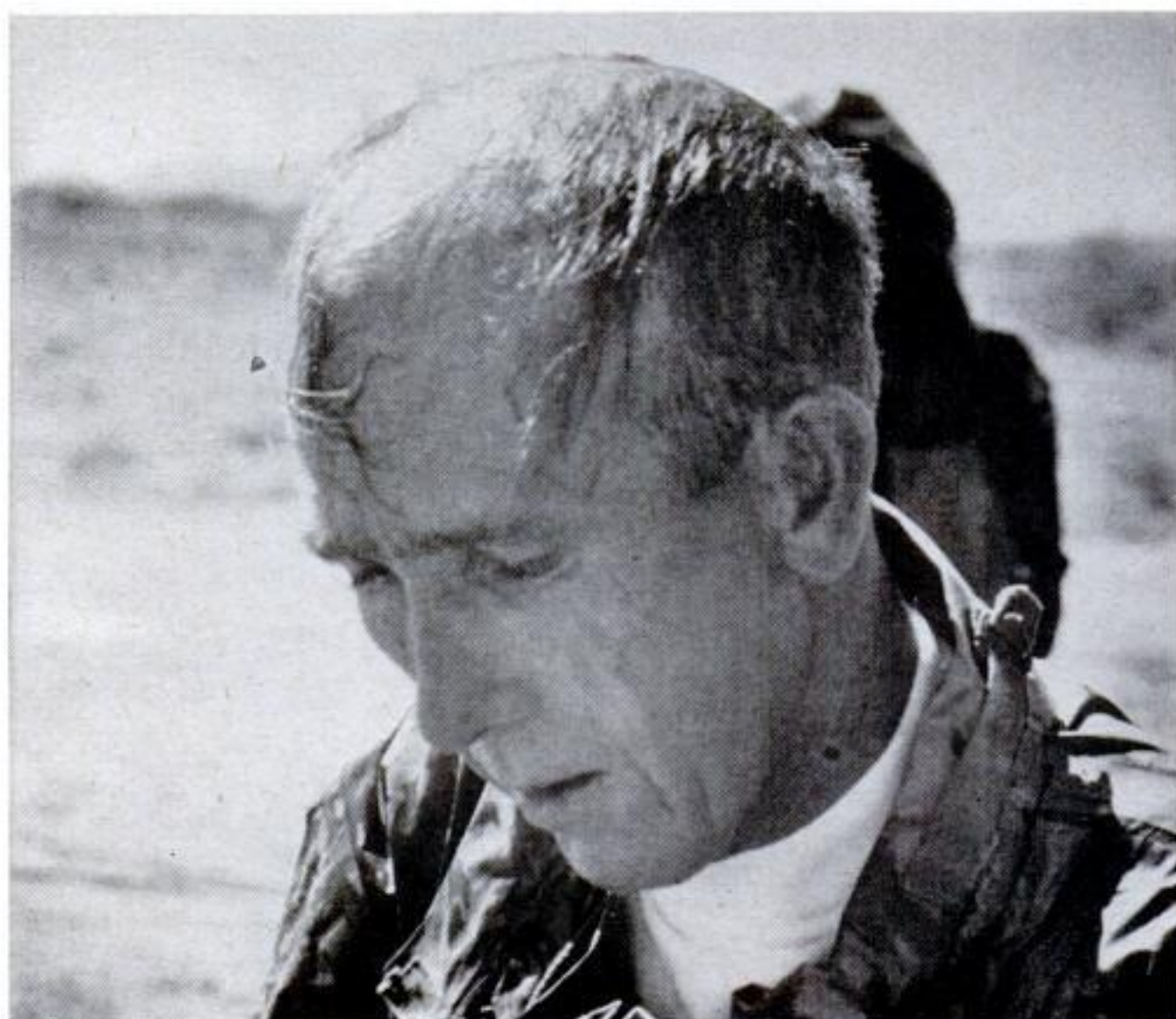
Trial by Heat CONTINUED



HOT TANKMAN, Sgt. Harrison Testerman, scrapes away sweaty dust after workout of an M-48. Temperatures inside the tank's metal cab rise to 150°.



LIFESAVING SHOWER is turned on rubber-suited decontamination man cleaning up an area after test of heat's deteriorating effect on poison gases.



SAGGING SPECIALIST, Edward Reives, takes off the airtight decontamination suit, which on hot desert days can be safely worn for only seven minutes.

Pulls dirt through $\frac{3}{4}$ inch rug



NEW 1957 GOLDEN

LEWYT

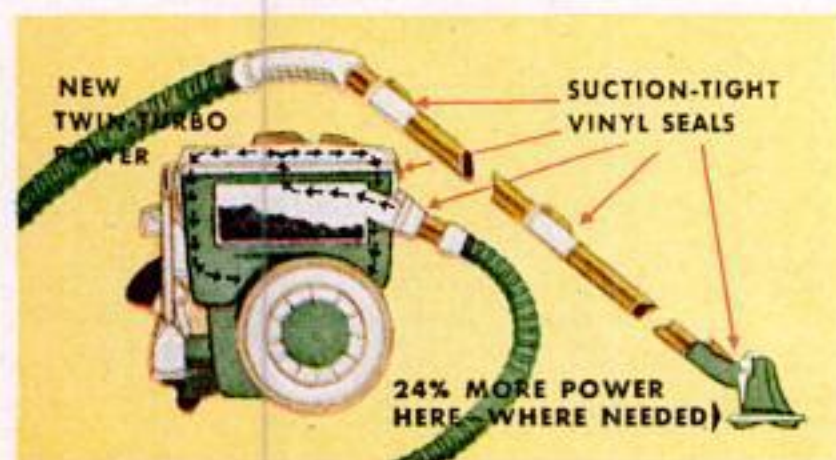
POWER CLEANER

Gives 24% more suction

Now, Lewyt is first to bring you a vacuum cleaner that's both *easiest of all to use* and unequalled in *rug cleaning power*!

With the wonderful new Lewyt Power Cleaner, you never have to vacuum one spot over and over. A single easy stroke picks up embedded dirt, threads, lint, even pet hairs. Tests prove Lewyt's new Twin-Turbo Power and "Sealed Power System" concentrate 24% more suction at the nozzle—actually pull dirt right through a $\frac{3}{4}$ " rug!

But, that's not all! Only Lewyt gives you a Power Dial to control all this suction... 2-in-1 rug nozzle on wheels... built-in tool rack... instant dirt disposal. See your Lewyt Dealer today! He's listed under "vacuum cleaners" in your phone book.



NEW! SEALED POWER SYSTEM—New Twin-Turbo motor creates *super-suction*! New suction-tight vinyl seals prevent leakage, deliver full power to nozzle!



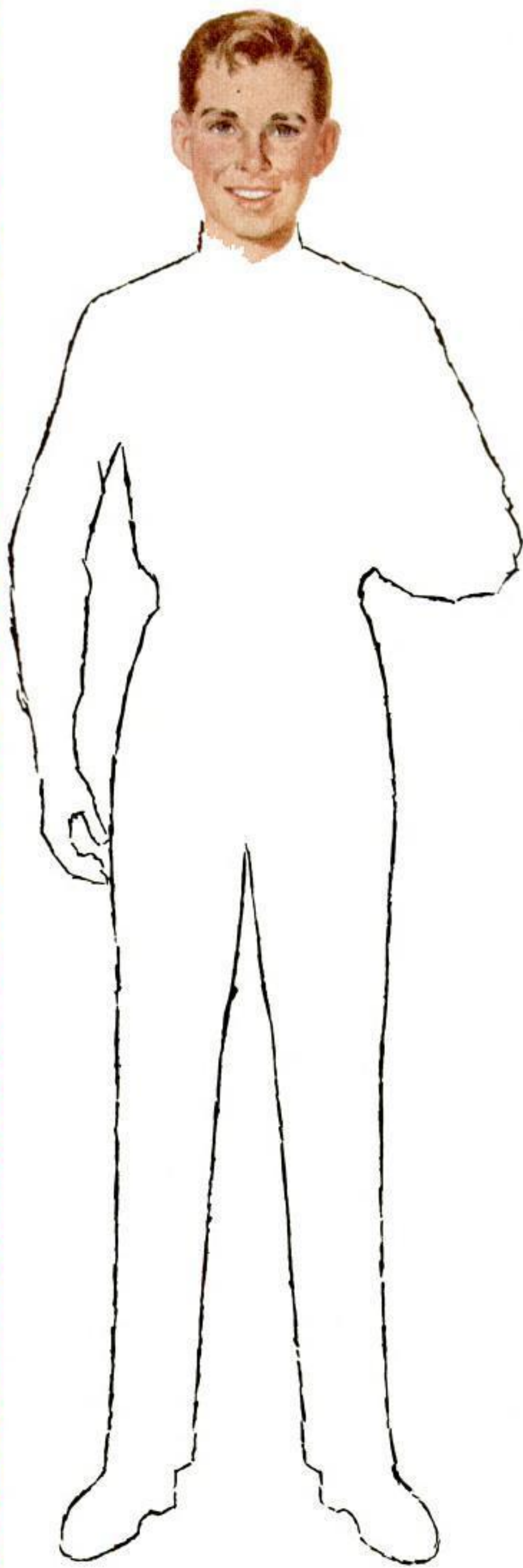
NEW! POWER DIAL—Set dial as you would a steam iron. Get *exact* suction for wool rugs, cotton rugs, bare floors, drapes, upholstery—every job!



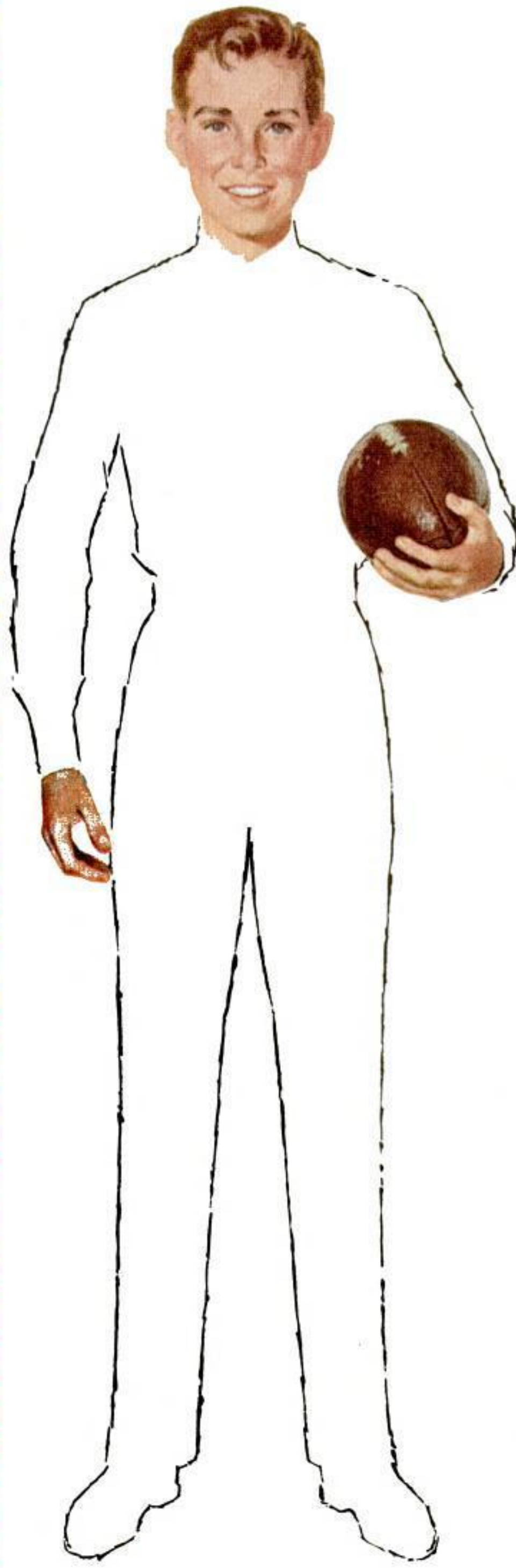
Lewyt's the cleaner on **BIG** wheels—rolls more easily over sills, rug edges, bare floors. Compact—only 12½" high!

SOLD AT LEADING STORES IN U.S. AND CANADA © LEWYT CORP., 1956

LEWYT CORPORATION, Long Island City 1, N. Y.



This is a boy...
your boy. You
know him better
than anyone -



but how does he
look to others?
They see very
little of him -



most of what
they see is
what he wears -

him
Dress ^ Right - you



at school, at home,
at church,
at play, wherever
he goes—



what he wears
never stops
talking
about him (and you!)

Dress Right tips for men of all ages

Is there something magic about being well dressed? No! It doesn't take men—or boys—much extra effort. Or extra time. Or extra money. But the results you get can be pretty close to magic. The impression you make on the job . . . or at school . . . or at a party . . . the hit you make with your best girl . . . brother, it's really worth it!



The important thing is being appropriately dressed for whatever you're doing, wherever you're going. It's having enough—and having 'em neat. **Take shirts.** In any good store you can find all the colors and patterns you

want in both regular and sports shirts, plus any number of collar styles. Which ones are right? They all are—at the right time and place. The main thing is to have *enough* shirts so you can start out with a fresh one—with a neat, complete collar and two cuffs that are all there. Ask the salesman in any store that displays the Dress Right emblem to help you choose the new styles that look best on you. He'll be glad to help you, and you'll be glad he did!

Take slacks. How crisp is your crease? The sharper the press, the smarter you look. How are the cuffs? If you notice the part over the heel is beginning to wear, you're not the only one who notices. You're due for a replacement . . . now!

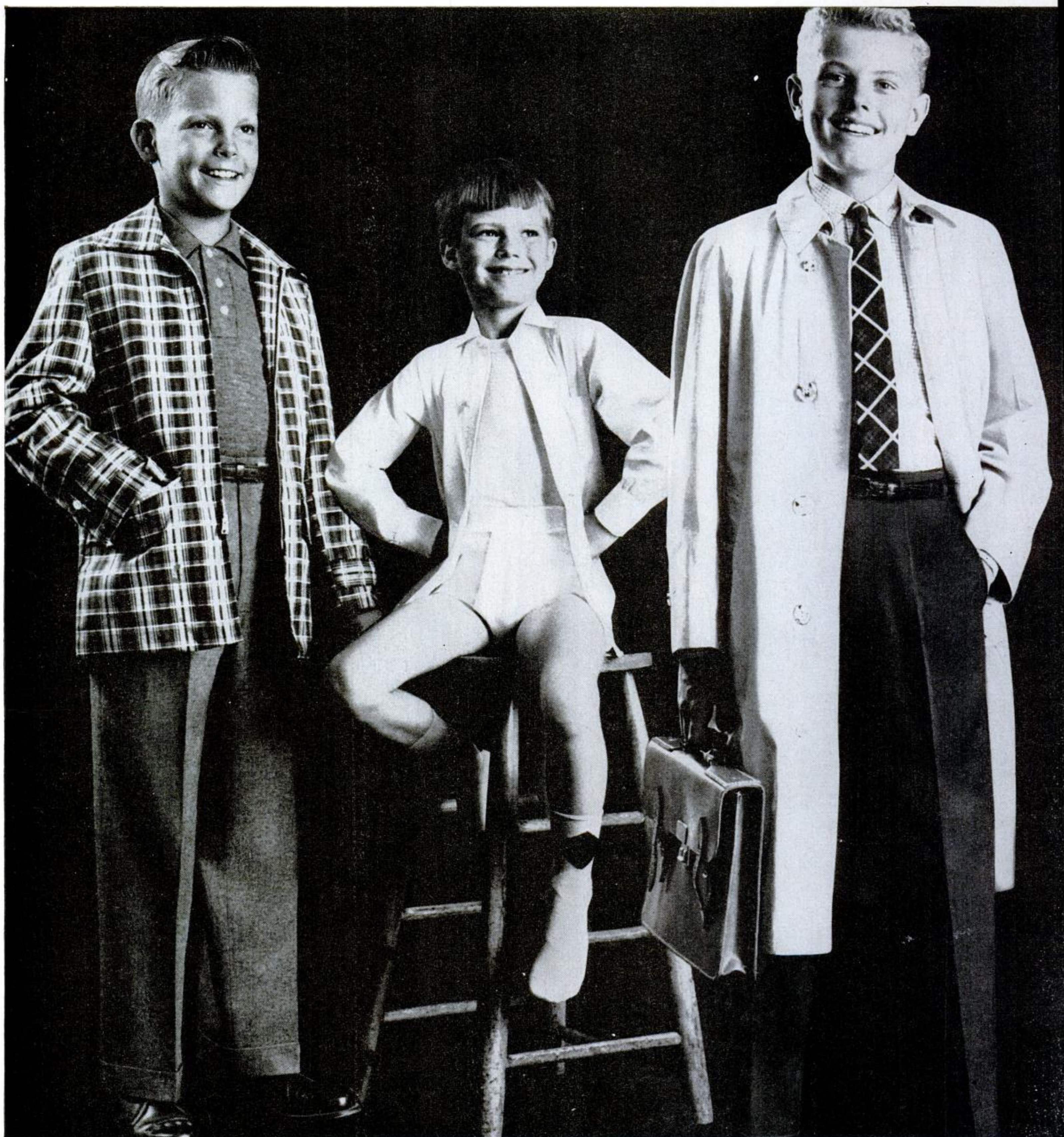
Take pajamas. *Maybe your family are the only ones who see you in them. But they deserve a break, too. Dressing right means right around the clock. Once you get the Dress Right habit, you'll never lose it. And this is one habit you should have . . . you can't afford not to!*



can't afford not to!



American Institute
of Men's and Boys' Wear



Jacket of 50% "Dacron" and 50% cotton; lining of 100% nylon fleece. Knit sport shirt of 80% "Orlon" and 20% wool. Flannel slacks of 75% "Orlon" and 25% rayon.

Stretch socks and underwear of 100% Du Pont nylon. Shirt of 65% "Dacron" and 35% cotton.

Raincoat of 50% "Dacron" and 50% cotton. Tattersall shirt of 65% "Dacron" and 35% cotton. Tie of 100% "Dacron". Gabardine slacks of 65% "Dacron" and 35% rayon.

For lasting neatness, easy care...
of **DACRON**
REG. U. S. PAT. OFF.

FACTS FROM
DU PONT ON THE
MEANING OF

WASH 'N' WEAR

Q. Exactly what does "wash and wear" mean?

A. Just this: Wash and wear garments, when properly made with fabrics of *high percentages* of Du Pont "Dacron"*, "Orlon"**, and nylon, can be washed, hung to drip dry, worn again right from the hanger, *for they dry ready to wear*. Because of the special properties of the fibers, these convenient wash and wear qualities are built right into the fabric . . . and they last for the life of the garment.



Q. Is it easy to wash these wash and wear clothes?

A. Yes, either by hand or machine. When washing by hand, merely avoid wringing or unnecessary twisting of the garments. When washing by machine, remove garments before the spin-dry cycle. Then, just hang them up to drip dry (using non-staining wood or plastic hangers). For best results, finger-press creases and smooth out collars and cuffs while they are dripping-wet.



Q. How about pressing between washings?

A. That's seldom necessary, although you may want to occasionally touch up these wash and wear garments with a warm iron to suit your own grooming tastes. Wash and wear garments made with *high percentages* of Du Pont fibers resist wrinkles, hold creases, stay neat and crisp-looking through long, *active* days—even in rainy weather.



Q. Do all clothes made with "Dacron", "Orlon" or nylon have the wash and wear features described here?

A. No. Du Pont fibers are frequently blended with other fibers to make fabrics that do not have inherent wash and wear properties. In these fabrics, "Dacron" and "Orlon" may be used to add lasting neatness during wear; nylon, in low percentages, to improve the durability. These non-wash and wear fabrics are constructed and tailored entirely differently from those used in the wash and wear garments shown here, and therefore should be dry-cleaned, not washed. On the other hand, wash and wear garments can be dry-cleaned, if you wish.



* "Dacron" is Du Pont's registered trademark for its polyester fiber.
** "Orlon" is Du Pont's registered trademark for its acrylic fiber.

Du Pont makes fibers, does not make the fabrics or garments shown here. Suggested washing instructions are not intended to replace instructions provided by the garment manufacturer.

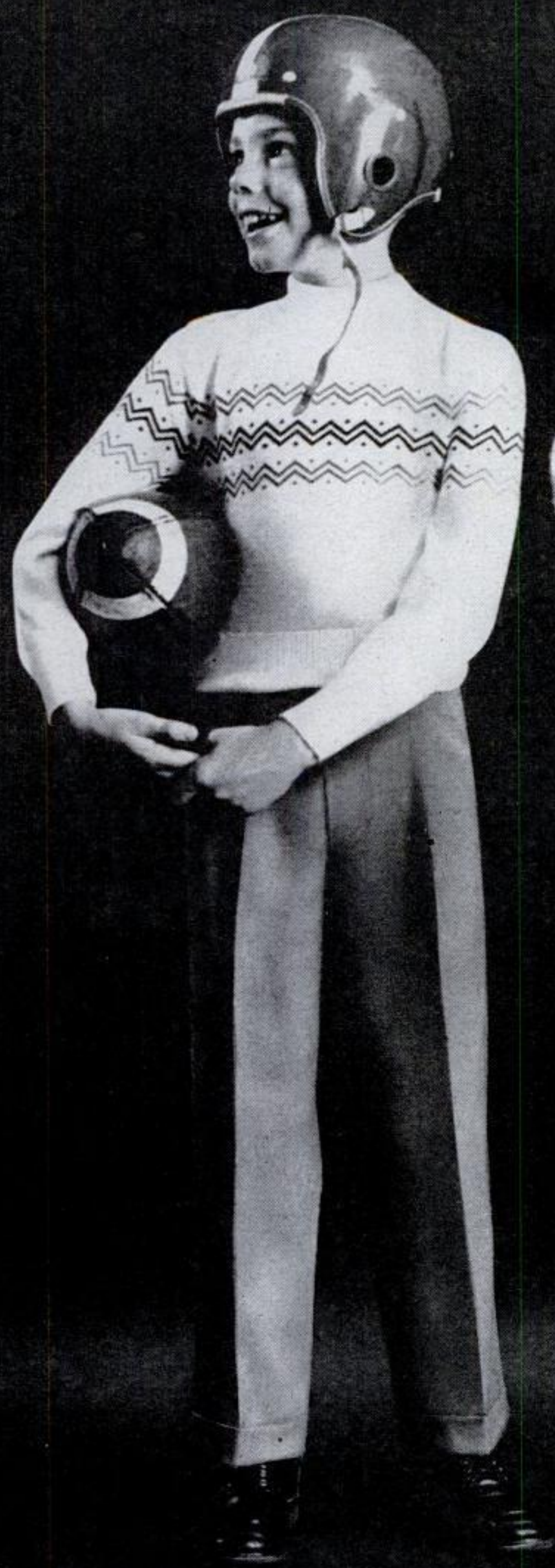


him
Dress Right—
you can't afford not to!

MEMBER, AMERICAN INSTITUTE OF MEN'S AND BOYS' WEAR

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Sweater of 100% "Orlon". Gabardine slacks of 55% "Dacron" and 45% rayon.



Surcoat of 100% nylon fleece; nylon taffeta lining. Knit jersey sport shirt of 80% "Orlon" and 20% wool. Flannel slacks of 70% "Orlon" and 30% wool.

wash 'n' wear boys' wear

ORLON NYLON

REG. U. S. PAT. OFF.



MR. PHIL RIZZUTO: TOO SMALL TO PLAY BALL

At age 20, baseball scouts frowned at the size of Mr. Rizzuto. Six-footers were in vogue. But canny Yankee scouts gave him opportunity to show that champions can come in small sizes too. Sixteen years in Yankee pin-stripes saw "The Scooter" earn the Most Valuable Player Award, starring roles in 9 World Series. Now a free agent, Mr. Rizzuto owns a 40-lane bowling alley, plays golf (low 80s) and plans a new career in TV sportscasting.

Air traveler of long experience, Mr. Rizzuto often takes his beautiful wife Cora and their four children along. Family is unanimous—the most *comfortable* way to get there *fast* is by a Lockheed Luxury Liner. Smooth and serene in flight, these sleek, dependable Super Constellations make even the longest trips seem short.

Come October, 1957, fans will see Mr. and Mrs. Rizzuto off for Rome. They will enjoy flying the *NEW*, even faster, longer-range Lockheed Luxury Liner (Model 1649) ... via TWA—TRANS WORLD AIRLINES.

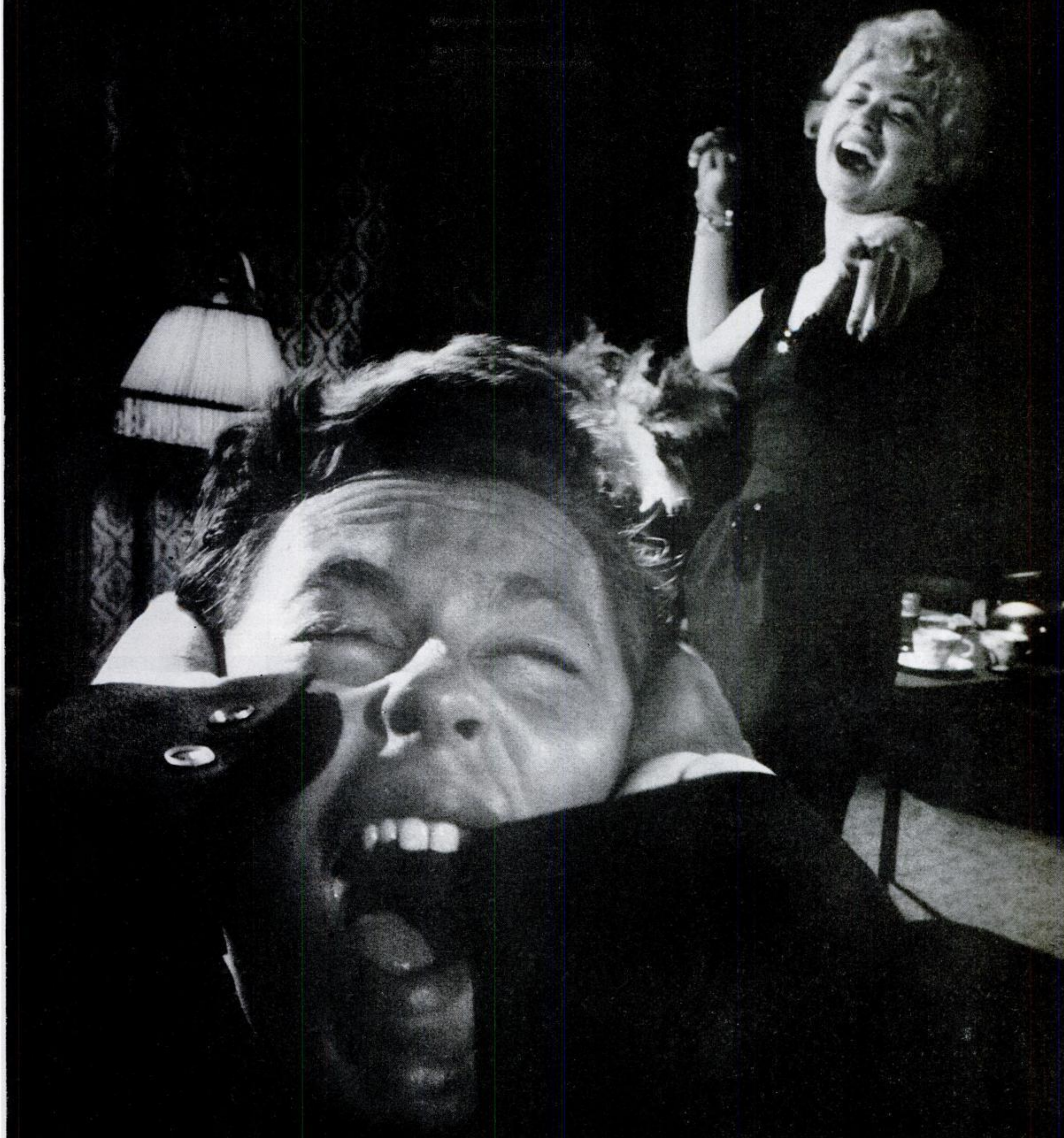


Now in service: The Super Constellation

COMING: THE LARGEST, FASTEST LOCKHEED LUXURY LINER (Model 1649)—for non-stop service between world capitals via AIR FRANCE, LAI—Italian Airlines, LUFTHANSA—German Airlines, TWA—Trans World Airlines, and VARIG Airlines of Brazil.

LOCKHEED AIRCRAFT CORPORATION

THESE SUPER CONSTELLATION AIRLINES SERVE THE WORLD: Air France • Air-India International • Avianca • California Eastern • Cubana • Dollar Associates • Eastern Air Lines • Iberia • KLM—Royal Dutch Airlines • LAV • Lufthansa—German Airlines • Northwest Orient Airlines • Pakistan International • Qantas • Resort Airlines • Seaboard & Western • TAP • Thai Airways • The Flying Tiger Line • Trans-Canada Air Lines • TWA—Trans World Airlines • U. S. Overseas Airlines • Varig Airlines



MISUNDERSTOOD STUDENT, TOM LEE (JOHN KERR), CRIES OUT HYSTERICALLY WHEN TAUNTED BY A FLOOZY (NORMA CRANE) FOR BEING A "SISTER-BOY"

THE SALVATION OF 'SISTER-BOY'

Tea and Sympathy, an MGM film based on Robert Anderson's Broadway hit, takes up topics long considered too delicate for the movies. One is that of a tragic adolescent who is brutally rejected by his schoolmates as a "sister-boy." Another is that of a mature and sensitive woman who tries to solve the boy's problems by giving herself to him. In an epilogue that is not in the original play, the movie, which was directed by Vincente Minnelli, rejects the play's thesis that her act is saintlike. But nowhere does the movie fail to face up fairly to the troublesome problems it raises.



WEAR MOJUD DUAL-LURE STOCKINGS



...AND SOMETHING NICE HAPPENS!

Sheer wisps of loveliness designed with a fine double nylon thread for fabulous lasting power. Fascinating, how they fit and flatter your legs into pillars of glamour. And most wonderful of all... *everybody* notices!

MOJUD®

STOCKINGS

Never a lukewarm sip...that's the beauty of **THERMOS®**.



"Thermos" brand Food Jars. For hot or cold solid foods. In three handy sizes. Pressure seal stopper. Cover doubles as dish. 10 oz. \$2.00; Pint \$2.60; Quart \$3.50

THERMOS® FOOD JARS



Heather Tweed Outing Kit. A handsome, rugged case with "Thermos" quart vacuum bottle for liquids, quart Food Jar for solid foods, and Plastic lunch box, \$11.95

THERMOS® OUTING KIT

Keeps it hot—Keeps it cold

Stated Capacities Approximate

The American Thermos Products Co., Norwich, Conn.
formerly The American Thermos Bottle Co.

**NO TRICK
to Brushing After
Every Meal!**



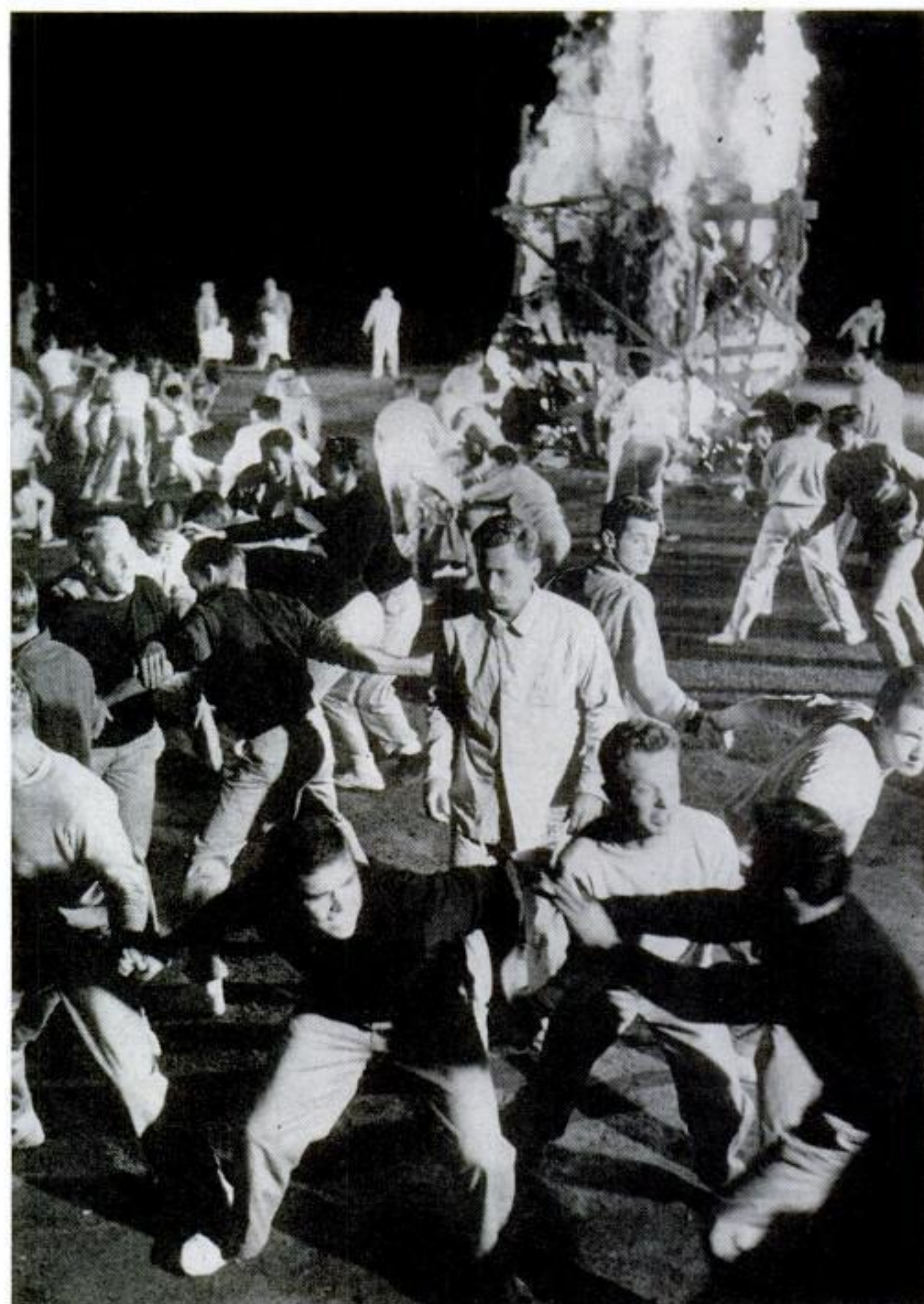
All you need is a TOTE-BRUSH in your purse, desk or overnight bag. Full-size toothbrush folds away into compact "cigarette-pack" size Styrene case. Case protects brush against germ infection. Carry it wherever you go. Ideal for travel. Keep one in bathroom, too. Choice of assorted colors to harmonize with bathroom color scheme. At drug, dept. stores, beauty shops and luggage shops everywhere.

only
\$1

TOTE-BRUSH

Purse-size
fold-away toothbrush kit
with tube of Ipana toothpaste

TOTE-BRUSH, INC., CHICAGO 14, ILLINOIS



TOM'S SHAME hits a peak at a ceremony when the old boys haze the new boys. His jeering schoolmates "protect" him in a ring, refuse to let Tom fight.



TOM'S PRIDE is partially saved at the hazing when his roommate starts to rough him up and other boys rip off his pajamas according to school custom.

CONTINUED

GENUINE REGISTERED Keepsake® DIAMOND RINGS

Choose with confidence now,
Wear with pride... forever

Now and forever, Keepsake is perfection... the diamond ring that makes no compromise with quality, but guarantees the finest—a *perfect* diamond.*

The one important difference in diamonds is quality, and those who insist on the finest will accept nothing less than the perfect quality guaranteed by Keepsake. Only this perfect quality can fully reflect a diamond's natural brilliance and beauty... for your everlasting pride and satisfaction.

For your engagement and wedding, you can not choose better—nor can you afford to choose less—than a *perfect* Keepsake, the world's finest quality diamond ring. In many exquisite styles from \$100 to \$10,000.



A. PARADIS Ring (platinum) \$850 to 5000. B. JULIET Ring \$575. Also 500 to 2475. Wedding Ring 175. C. NEWELL Ring \$450. Wedding Ring 150. D. HEATHER Ring \$350. Also 100 to 2475. Wedding Ring 12.50. ★Man's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings. E. DOUGLAS Ring \$250. Wedding Ring 87.50. F. KENNAN Ring \$150. Wedding Ring 75. All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details.
©Trade-mark registered.



*A perfect diamond is free from flaws under 10-power magnification. This perfect quality, plus finest color and correct modern cut, is guaranteed and permanently registered by the Keepsake Certificate signed by your jeweler. Look for the name "Keepsake" in the ring and on the tag, and be sure of quality, beauty and value forever.



KEEPSAKE DIAMOND RINGS
SYRACUSE 2, NEW YORK
Please send booklets, "The Etiquette of the Engagement and Wedding" and "Choosing your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler. I enclose 10c for mailing costs.

Name _____
Address _____
City and State _____
A. H. Pond Co., Inc. — Syracuse — Antwerp — Amsterdam

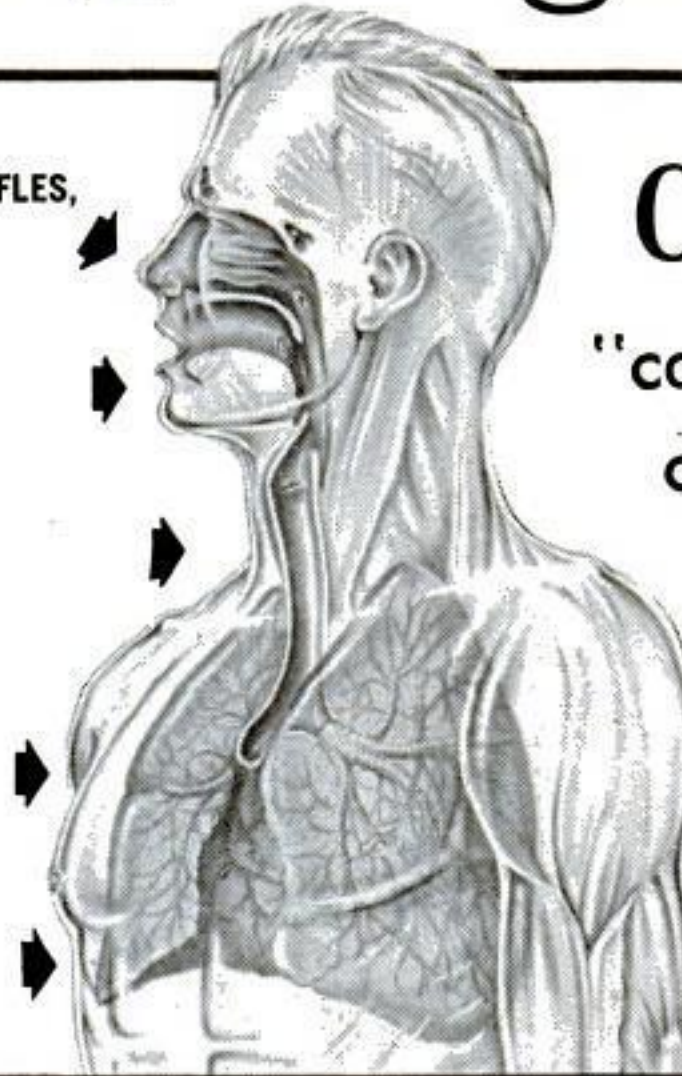
(If not listed, mail coupon today)




L-10-56

Your cold develops in 5 stages

- 1 SNEEZING, SNIFFLES,
STUFFY NOSE
- 2 SORE THROAT
- 3 CONSTANT
COUGHING
- 4 TIGHT CHEST
- 5 MUSCULAR
ACHES



Coldene
"catches your
cold!" BRINGS
YOU FEELABLE
RELIEF IN
MINUTES



**Coldene acts so fast
because it's a liquid!**

Coldene is complete—combines the powers of a nose spray, antihistamine, gargle, cough syrup, chest rub and pain killer in a single good-tasting medicine.

**ONLY
\$1.00**



SHARING HIS TORMENT, a teacher's sympathetic wife (Deborah Kerr) seeks out lonely Tom, trying to restore his confidence in his own manhood.

BLUE BELL clothes



Western WRANGLER JEANS in Sanforized denim. Trim, tapered, tough! \$3.69—\$3.98

so long-wearing • so low-priced • so right for all the family

Blue Bell, Inc., Empire State Bldg., New York 1, N.Y.



GIVING HER LOVE to Tom, the wife finally makes the boy realize that he is not a weak sister and sends him into the world with new self-respect.



MODERN HIDE-A-BED sofa with an attractively tufted backline. Shown here in green metallic. Also available in cork brown, turquoise, gold dust or pink ice. Full size, \$279.50. Apartment size, \$269.50.



PROVINCIAL HIDE-A-BED sofa, box-pleated as shown or with shirred flounce. Here in turquoise textured linen. Also toast, red, evergreen, brown-and-white, black-and-white. Full size from \$299.50, depending on choice of fabric.

How you can "design your own" Hide-A-Bed® sofa

Simmons' new service! You pick and choose the features, have your Hide-A-Bed sofa just as you wish!

Now you can select the style, the fabric and all the special features you want for your Hide-A-Bed sofa. Simmons combines them according to "your design," practically custom-builds it for you!

What's more, you may find your ideal Hide-A-Bed sofa among the many ready-mades . . . 18 lovely new ones!

Literally hundreds of fabrics. Hand-screened prints, nylons, tweeds, metallics. 17 all-new colors! Every smart style from Early American to modern. Such decorator details as winged backs, box-pleated skirts. Many sizes—full, apartment, loveseat and extra-wide sofas.

All Simmons' famous comforts:

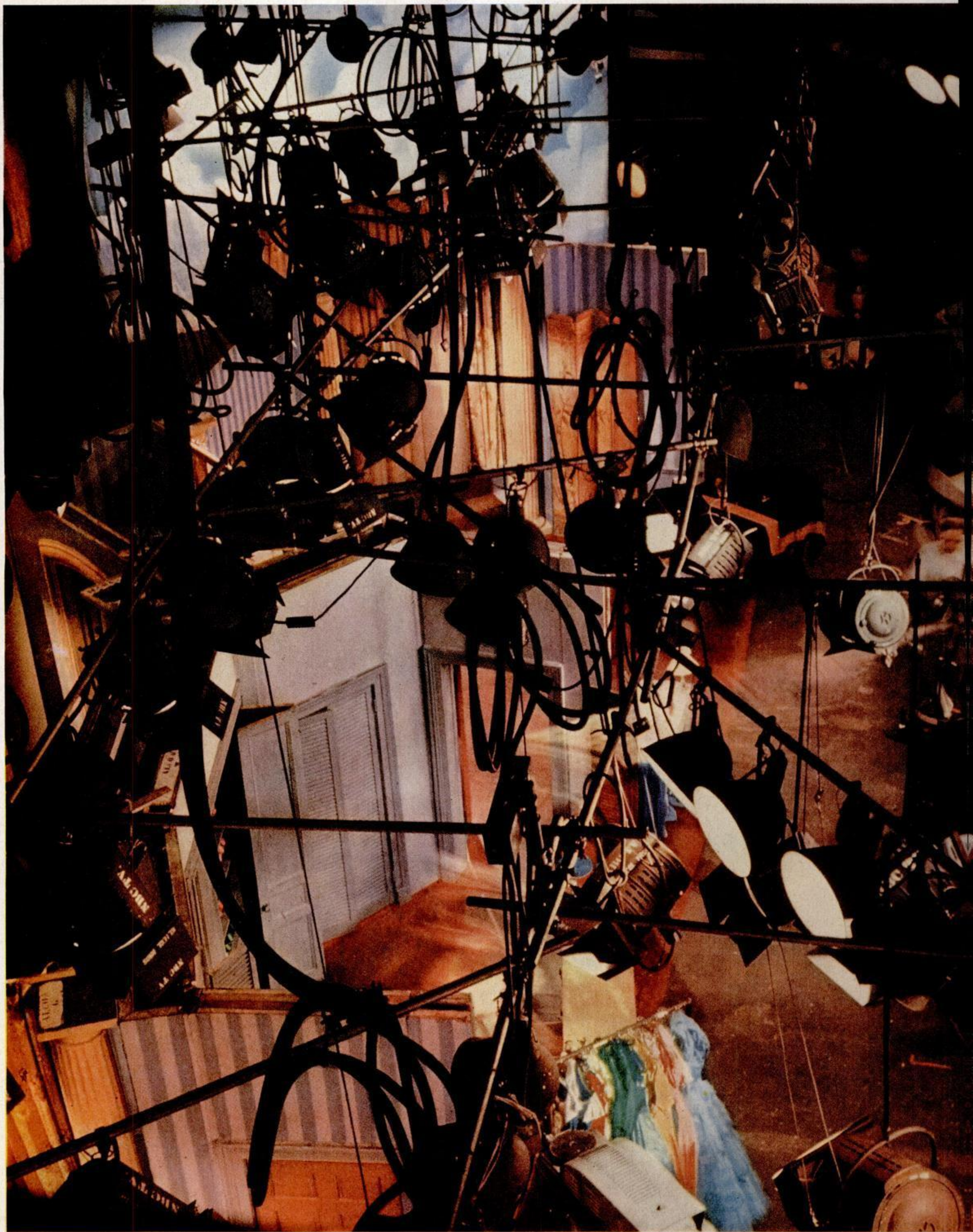
- *Deeper cushions*—foam rubber or famous Beautyrest® construction.
- *Lower seating height*—"just right" for everyone's comfort.
- *New back design*—pitched so you lean back with wonderful ease.
- *Easy-opening mechanism*—converts to a comfortable bed in seconds.
- *Simmons mattress*—a full-length, full-width Deepsleep®, luxuriously thick. Or the famous Beautyrest mattress, just \$20 more!
- *All-steel frame*—makes your Hide-A-Bed sofa last a lifetime.

REMEMBER—Simmons makes more sofa beds than anyone else . . . and gives you the most for your money. Easy payment plans can usually be arranged.



TRADITIONAL HIDE-A-BED sofa, gracefully curved along the front. Shown in textured beige. Also available in turquoise, Jamaica green, Chianti red, gold dust or nutria. Full size, \$369.50. Apartment size, \$359.50.





ENJOY HOURS OF BIG COLOR TV ON NBC MATINEE THEATER

John Crosby of the New York Herald Tribune calls NBC MATINEE THEATER "tremendous!" You'll agree.

Most every weekday afternoon it brings you an absorbing, adult, full-hour drama, *live* from Hollywood. It's great dramatic entertainment in black-and-white. But it's even more wonderful in NBC BIG COLOR!

Already this year, NBC MATINEE THEATER has presented *more than 150* different plays in Color. And what plays! Great stories by world-famous authors like J. P. Marquand, Ernest Hemingway and F. Scott Fitzgerald; by magazine writers like Gladys Schmitt, Frances Parkinson Keyes, and Nancy Hale; by top television playwrights, including Rod Serling, Gore Vidal, David Davidson, and Sumner Locke Elliott.


Stars? NBC MATINEE THEATER glows with them. The Big Color cameras have captured vivid performances by such headliners as Geraldine Page, James Dunn, Sir Cedric Hardwicke, Ann Harding, Sarah Churchill, Richard Boone—and many talented newcomers.

Program Host John Conte is waiting to introduce this afternoon's production. Watch it in black-and-white if you have to. But see it in COLOR if you possibly can.

Exciting things are happening every night on



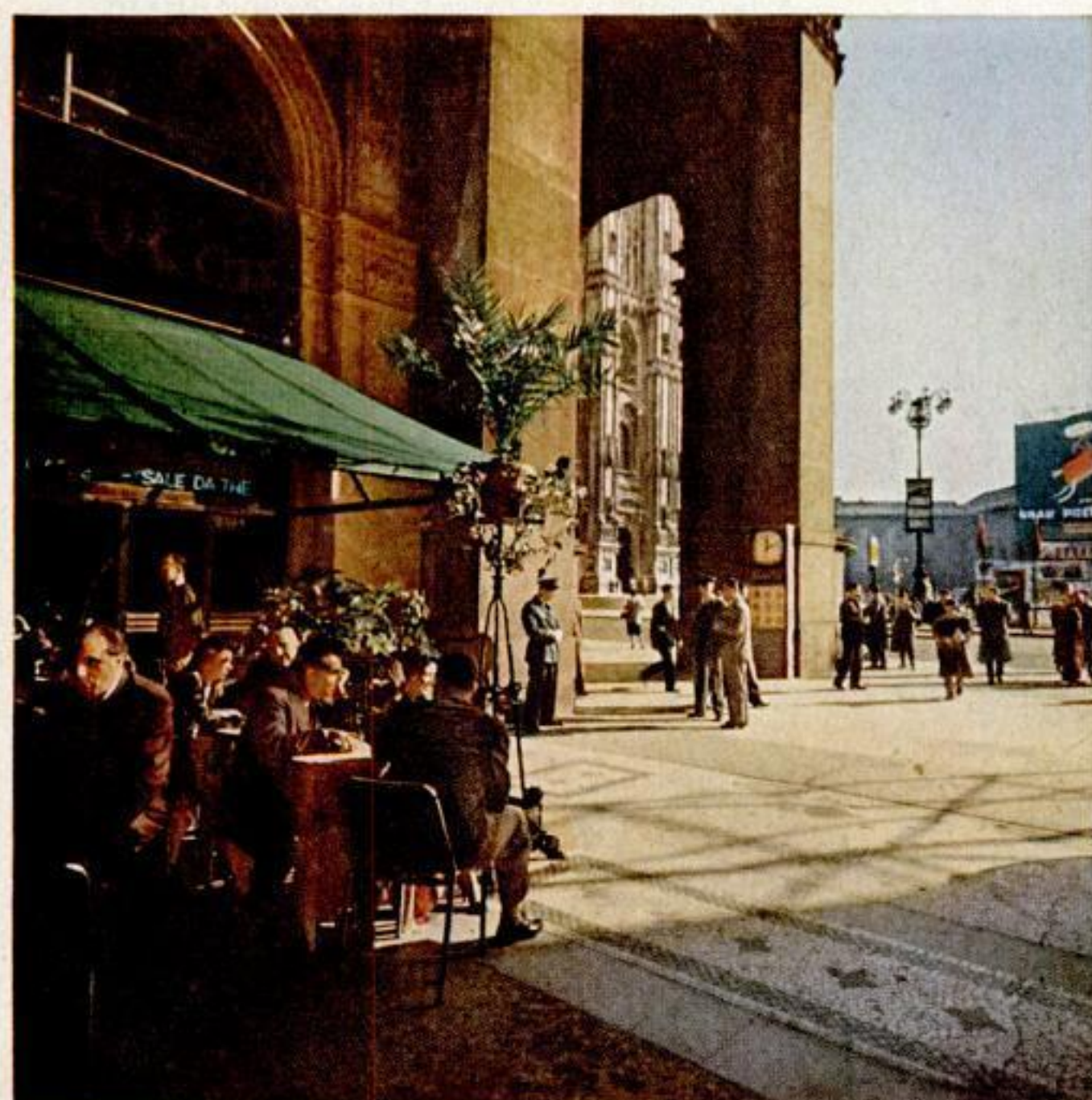
NBC COLOR TELEVISION

a service of 





“Ravioli...like music in Milan – like magic in your kitchen”



Even the stars of La Scala, Milan's famous opera house, would sing bravo to this tasty, tangy, real Italian ravioli! And they'd applaud the real Italian chef who made it.

You'll feel like singing and applauding, too, when you see how very quick and easy Chef Boy-Ar-Dee Ravioli is to serve . . . how its savory aroma excites appetites, and its hearty flavor satisfies them.

No wonder everyone likes Chef Boy-Ar-Dee Ravioli. For, in each can, you'll find miniature macaroni pies filled with pure beef . . . simmered for hours in a rich red sauce made from juicy tomatoes and tender beef . . . then seasoned with true Italian spices. What could be more delicious!

Ready to heat in cans of two or five servings each . . . about 14¢ a serving. Serve economical Chef Boy-Ar-Dee Ravioli to your family for lunch, for dinner . . . and to your company, too. They'll all think you're a wizard!



CHEF BOY-AR-DEE®
real Italian-style **Ravioli**



STAR SYRACUSE HALFBACK JIM BROWN (LEFT) HANGS ON IN ROPE-CLIMBING DRILL. BEHIND ARE MIKE BILL, RON LUCIANO, AL BENECICK, FRANK MANBUCA

Syracuse Gets off the Ground

FIT MUSCLES AND A BACK NAMED BROWN HELP AN AMBITION

Each day the Syracuse football team strains hand over hand up 20-foot ropes in shifts of six (*above*). No one gets up faster or with less effort than 210-pound Jim Brown, the player who could make his team a football power in 1956 and fulfill a long-thwarted Syracuse ambition.

Traditionally the bottom third of New York's "Upstate Three," below Cornell and Colgate, Syracuse has always been striving toward the big-time and never quite making it. Three years ago it accepted an Orange Bowl bid, and after a 61-6 shellacking by Alabama, was sorry it had. This fall Syracuse faced its toughest schedule yet, with its ex-paratrooper

coach, Ben Schwartzwalder, modestly moaning, "We don't have much."

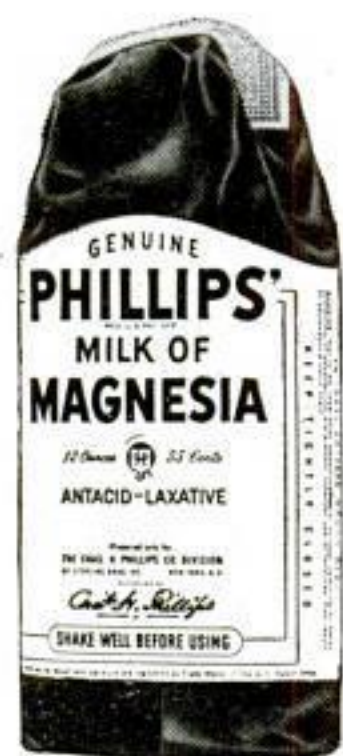
First time out, well-conditioned by rope climbing and other drills, the boys from Syracuse surprised themselves and the experts by a 26-12 victory over Maryland. Jim Brown himself gained more (154 yards) than the entire Maryland team. Late in the game Quarterback Chuck Zimmerman discovered that Brown had a cut over his eye and asked if he could still carry the ball. "I can carry the ball all right," he replied cheerfully. "I just can't see where I am going." Last week, by holding powerful Pittsburgh to 14-7, they were convinced they had finally arrived in the bigtime.

I settle
my stomach
in seconds...



with Milk of Magnesia

Gas, heartburn, stomach sourness—all symptoms of acid indigestion are eased away—*quickly!* Phillips' Milk of Magnesia—one of world's fastest antacids—actually *settles your stomach in seconds!* So when too much food, drink, tobacco upsets you, take Phillips' Milk of Magnesia and feel fine again—*fast!*



PHILLIPS'
MILK OF MAGNESIA

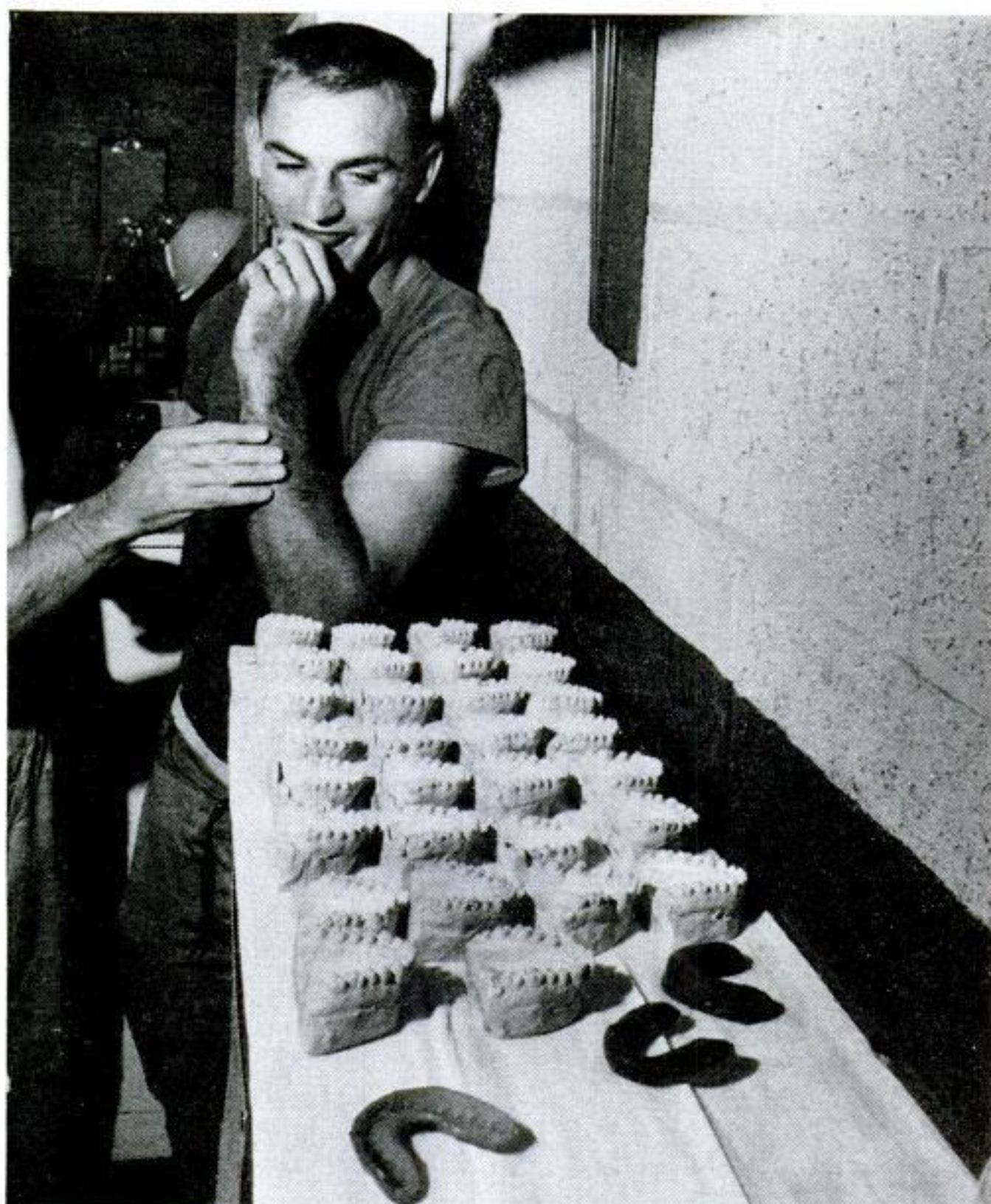
SYRACUSE CONTINUED



SKULL SESSION keeps eyes of the Syracuse squad front and center. Neither unusually fast nor big, the team relies on thorough execution of simple plays.



STAR BACKS Chuck Zimmerman (left) and Brown sit together at table. A 20-year-old senior from Manhasset, L.I., Brown hopes to go into pro football.



CUSTOM MOUTHPIECES are fashioned from molds of players' teeth kept in trainer's room. Here Halfback Jim Ridlon tests one just made for him.

A new idea in smoking— *refreshing as Springtime*

- menthol fresh
- tobacco rich
- modern filter, too



Try new
Salem
you'll love 'em!

Men! Finest Lather Bomb COSTS ONLY 59¢



JUST PUSH VALVE—
OUT COMES LATHER!

- Richer, Creamier Lather
- No Brush Needed
- No Greasy Cream
- No Razor Clog
- 3 Beard Softeners
- Built-in Lano-Lotion Soothes, Smooths Skin

Not 79¢... Not 69¢... Only **59¢**

AERO SHAVE

Sluggish appliance?

Maybe it needs a drop of 3-IN-ONE Oil. Quickly penetrates and lubricates without leaving a gummy deposit as other oils do. Prevents rust, too.



"3-IN-ONE" OIL



Knowledgeable people
buy Imperial—and they
buy it by the case



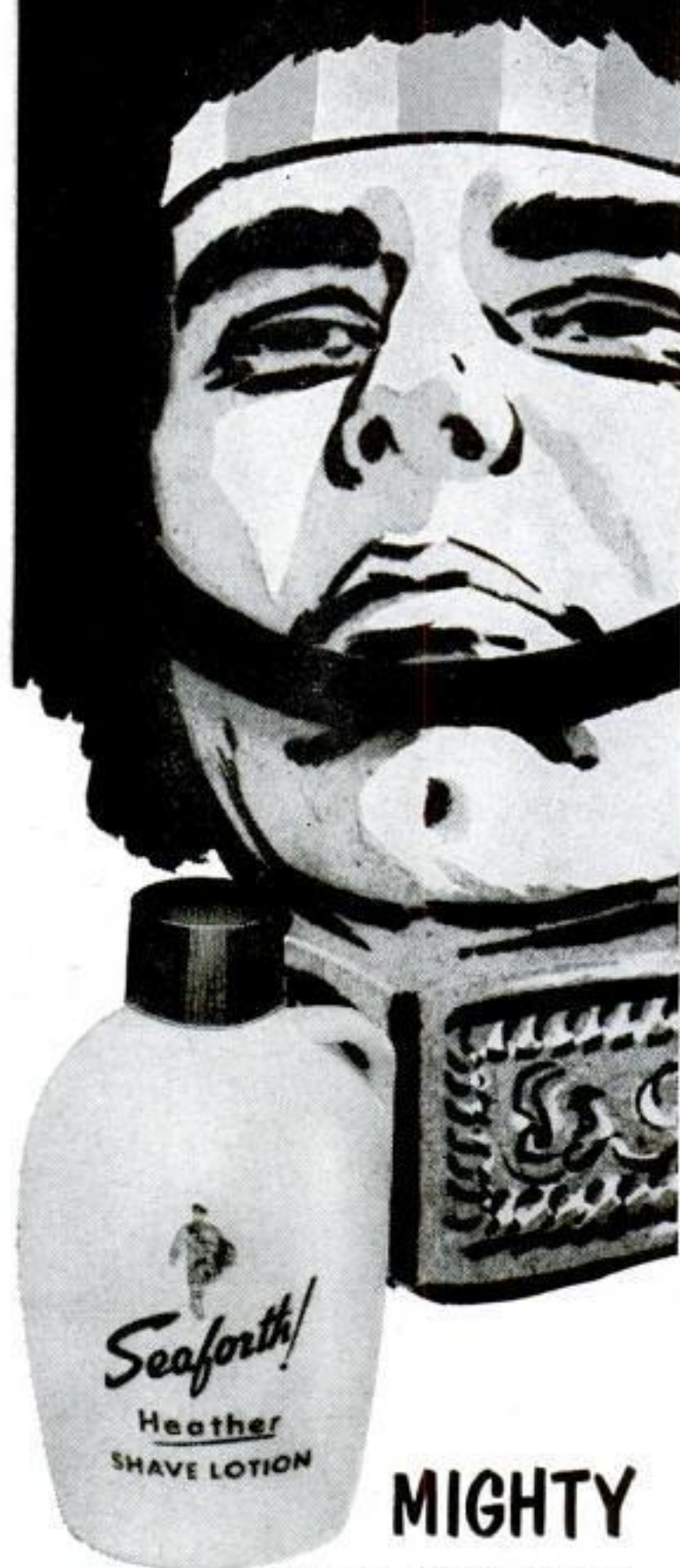
Whiskey by Hiram Walker

BLENDING WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEY • 6 YEARS OR MORE OLD • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

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Inspired by Scotland's
finest regiment...
the Seaforth Highlanders.



**MIGHTY
MASCULINE—**

MORE REFRESHING!

Here's a real man's after shave lotion with a hearty, masculine scent that lasts and lasts. Seaforth Scotch Heather After Shave Lotion is the perfect way to start your day. Refreshing and invigorating as the air of a Scottish glen. Gives your face that so soothing, so cooling effect you've been looking for. Buy it at your favorite drug or department store. Only \$1.

Seaforth!

Grooming essentials
inspired by Scotland's
most famous regiment—
the Seaforth Highlanders!



EXACTING COACH Ben Schwartzwalder relaxes to give Lineman Gus Pectos an encouraging pat. A major, he led jumps into Europe in World War II.



GAINING IN GAME against Maryland, Brown is brought down after end run. He runs hard, is quick to pick openings and is also good extra point kicker.

Quick Relief of HEADACHE NEURALGIA

Because of the combination of fast acting ingredients in the STANBACK formula—STANBACK Tablets or Powders are remarkably effective for relieving pains of:

1. Headache, neuralgia and neuritis.
2. Cold discomforts and other pains that usually accompany colds.
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Snap Back with



**I'm never without
MURIEL**

Muriel cigars! Ready with good taste. The mellow-mild happy cigar. Make MURIEL CIGARS the light of your day!



PERFECTOS SENATORS 10¢

BABIES 5¢

Lady Borden Ice Cream is Extra-Good because it's made with Extra Cream!



It all began in the South Seas! There, on a tropic isle, the very finest, sun-ripened pineapple was selected from the year's prize crop. And here, we bring you this juicy-ripe fruit in the finest of all ice creams—*extra-creamy* Lady Borden. Get Tropic Isle Pineapple in the Burgundy-colored carton where you see the Lady Borden sign.

Another one of the Borden family of fine foods

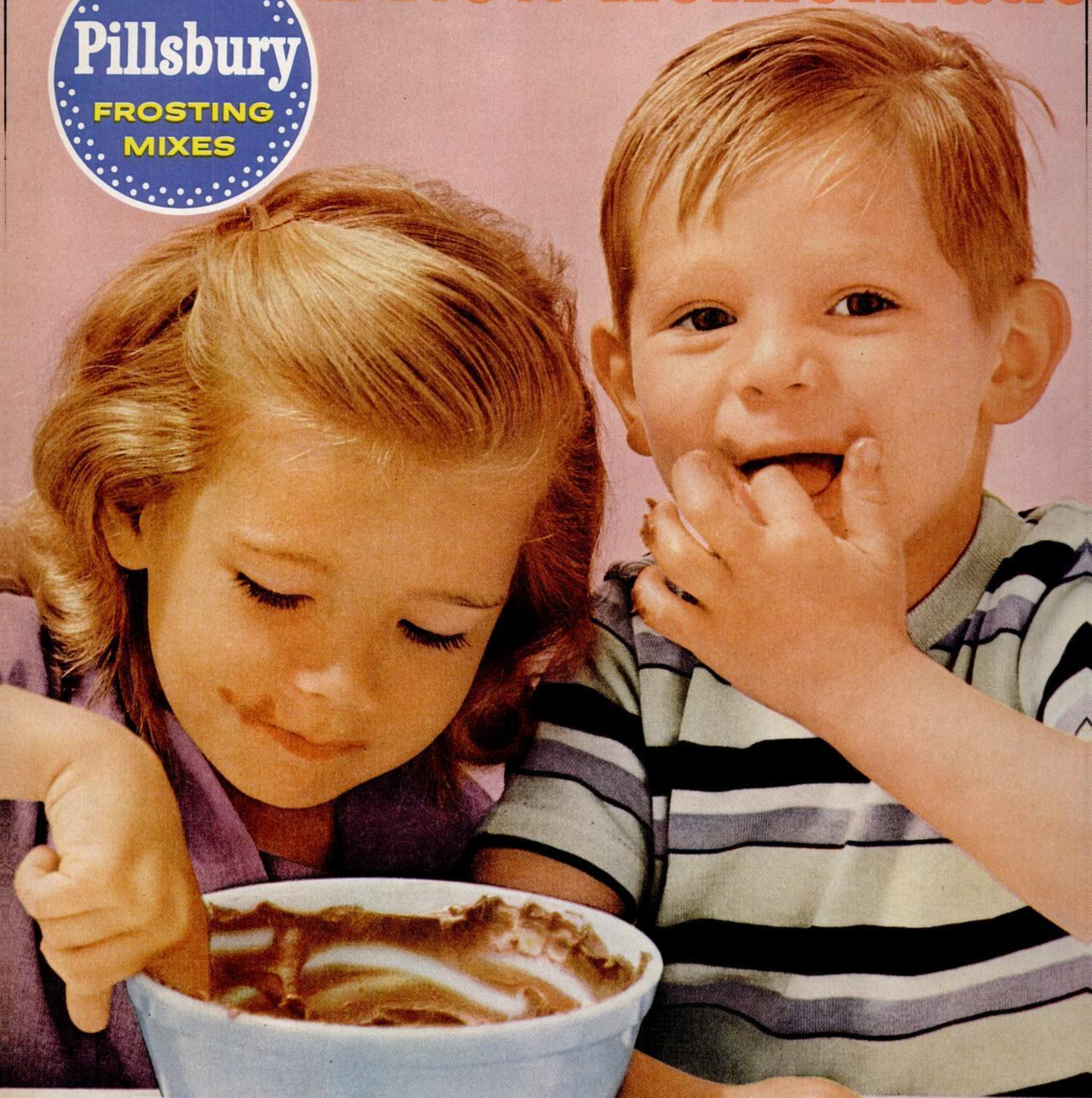
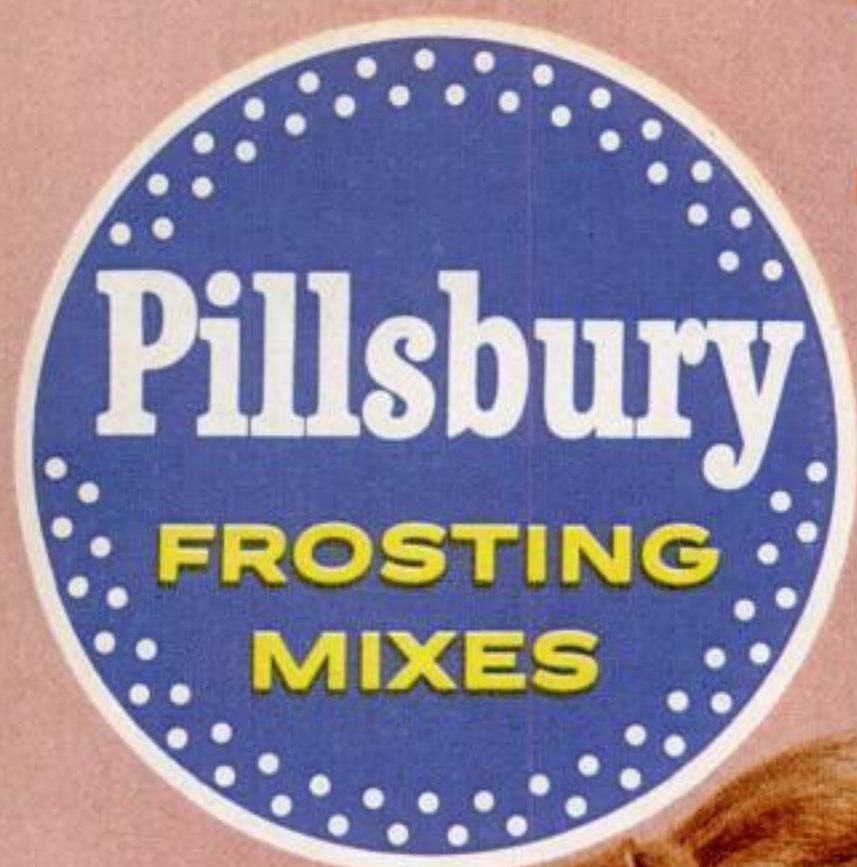
See Borden's TV show, "The People's Choice" over NBC.



Says Elsie, the Borden Cow:
"If it's Borden's,
it's got to be good!"

©1956, The Borden Company

2 New homemade



Pillsbury FROSTING MIXES

“cooked” frostings

—but you don't cook 'em!

(BOTH GUARANTEED NEVER TO SUGAR)

New!

CREAMY CARAMEL Frosting Mix

Smooth as butter and just as creamy, with a wonderful old-fashioned caramel flavor. Just like the best homemade kind that was so slow and tricky to make. Now it's just this easy—you simply add water and butter (or margarine). No cooking, just a bit of stirring . . . that's all there is to mixing up the creamiest caramel frosting ever. Enough to frost and fill a big two-layer cake. A dream of a frosting on New Pillsbury Caramel Cake Mix—you'll love it on Pillsbury Old Fashioned Spice, White or Golden Yellow Cake, too.



The Cake—NEW Pillsbury Caramel Cake Mix

New!

MILK CHOCOLATE Frosting Mix

A really new frosting idea—and only Pillsbury brings it to you! There's pure milk chocolate right in the mix . . . That's the secret of the delicate sweet milk chocolate flavor of this creamy, butter-smooth frosting. No cooking, of course . . . you just add water and butter (or margarine) and you're ready to stir up enough of this delicious new frosting for the top, sides, and between the layers of a big cake. Plenty of frosting fun left in the bowl for the small fry, too.



The Cake—Pillsbury Golden Yellow Cake Mix



now there are

4

The Argus C-4 is obviously a fine color-slide camera



As you can see, the Argus C-4 has the precision features an expert (or knowledgeable amateur) would look for—and appreciate. Such things as the razor-sharp Argus Cintar f:2.8 lens . . . gear-controlled shutter speeds up to 1/300 second that let you catch trigger-fast action . . . a combined rangefinder-viewfinder coupled to the lens . . . flash that is synchronized precisely for all shutter speeds . . . double-exposure preventer . . . a host of other quality features. L-44 Light Meter (pictured on top of camera) \$17.50, including case.

Only **\$84⁵⁰** Case and Flash extra

Most dealers offer budget terms . . . as little as \$8.45 down

...And did you know it's wonderfully easy to use?

It is true that the Argus C-4 is one of the most versatile cameras you can buy. That it takes brilliant color-slides, black-and-white or color prints, action or portraits, day or night—makes no difference. But this camera definitely is *not* complicated or hard to use.

For all its picture-taking power the C-4 is so easy to use. If the sunshine is bright you can use Color-matic settings, simply lining up color markers for the correct lens opening, shutter speed and distance. Or, just as easy—simply clip on the accessory Argus L-44 Light Meter and instantly *read* the settings for any light conditions.

You get back 2" x 2" color slides that you can project in brilliant, colorful life-size images—so alive they almost talk. Yet these "picture-show" pictures actually cost you little more than ordinary snapshots. (You can get big color or black-and-white prints, too.)

If you're looking for a camera that has proved itself with experts, yet is so simple to use you can start taking wonderful pictures with it today—be sure to see the C-4 at your Argus dealer's.

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Argus Cameras, Inc., Ann Arbor, Michigan

WORLD'S NO. 1 NAME IN COLOR-SLIDE EQUIPMENT





AFTER ATTACHING A MINE TO A MUNITIONS SHIP, COX EMERGES FROM THE SEA CARRYING A FRIENDLY SURVIVOR

New Power for Peepers

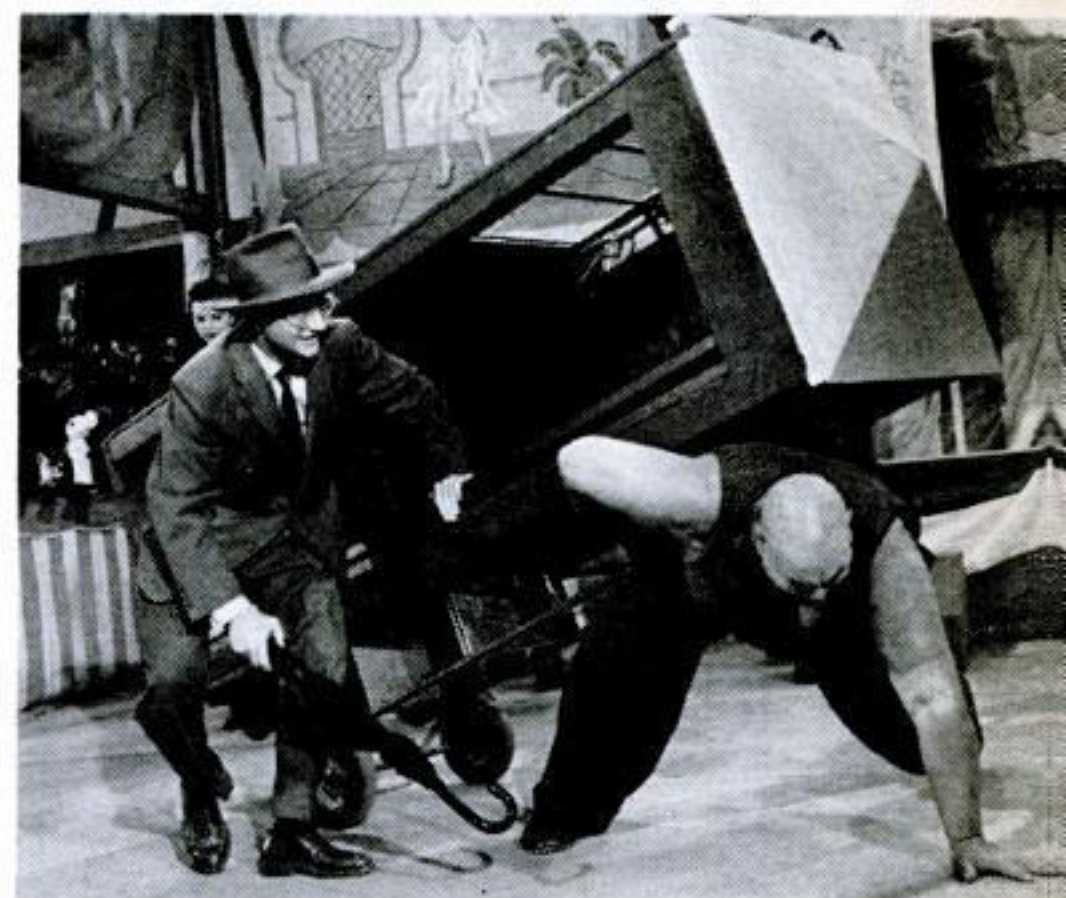
WALLY COX WORKS WONDERS AS AN ADVENTURER

In their search for new plots for old characters, TV producers have transformed comedian Wally Cox from Mr. Peepers, the ineffectual little teacher, into a masterful little man of action. In *The Adventures of Hiram Holliday* series (NBC-TV, Wed. 8-8:30 EDT), Cox as a derring-do newspaper reporter will tame lions, fly jets, save men at sea, and perform an emergency tracheotomy with a carpenter's brace and bit.

Each Cox triumph is over an adversary imperiling a nation in this filmed spoof of the swashbuckling adventurer's way of life. Before he climbed out of the sea (above) Hiram seemed certain to meet his end. Magnetic mines he had attached to an enemy munitions ship's hull remained magnetically attached to Hiram. But there is always another episode next week, so he comes out nonchalant and unvanquished.



AS A SPY CATCHER, Cox and telephone booth get trucked away (above) as he calls help. He escapes by tripping strong man (bottom) with an umbrella.



AS A SPEARMAN, Cox, who before filming program studied use of weapon with a tutor (top), takes on an enemy agent (bottom) in Hawaiian nightclub.

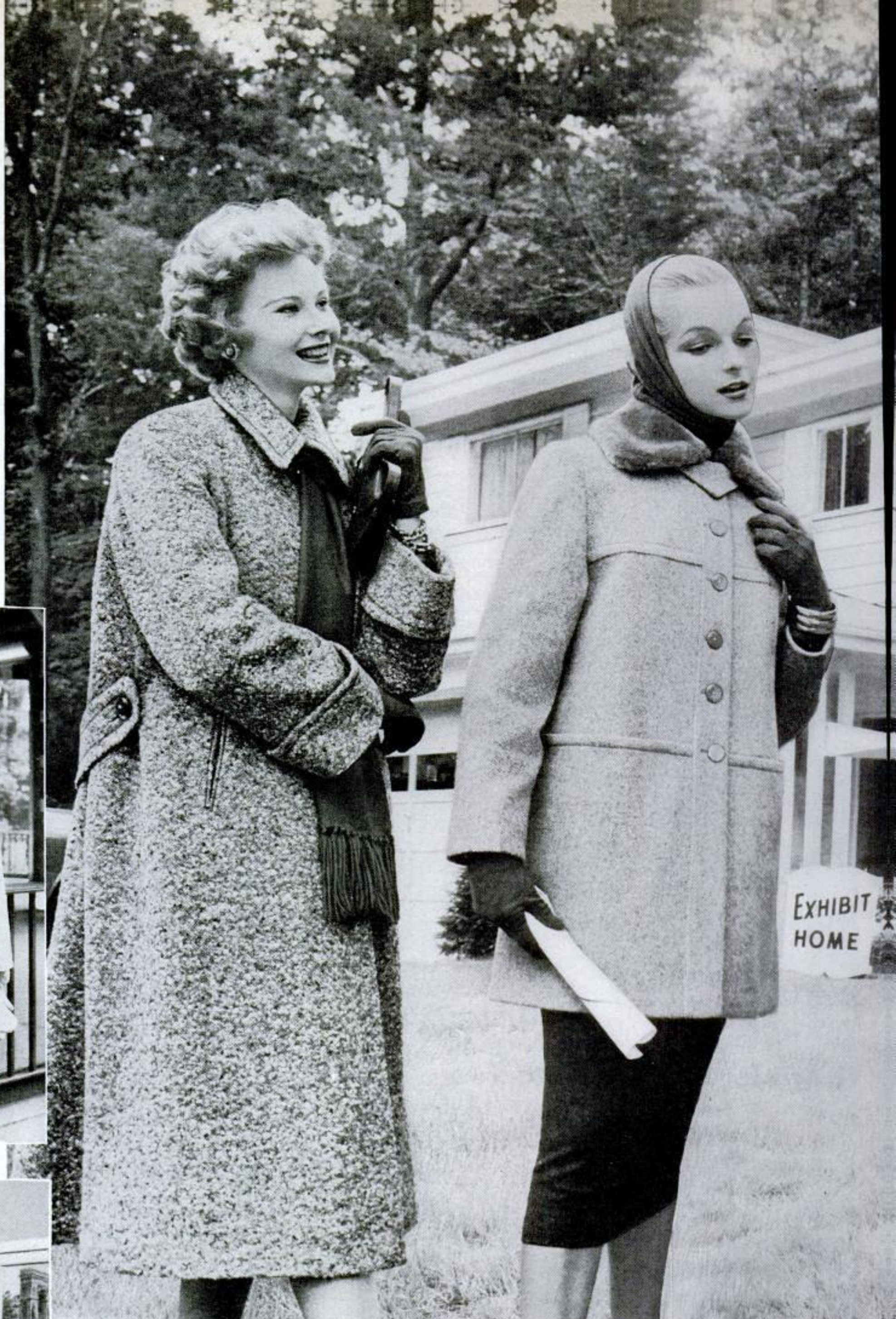
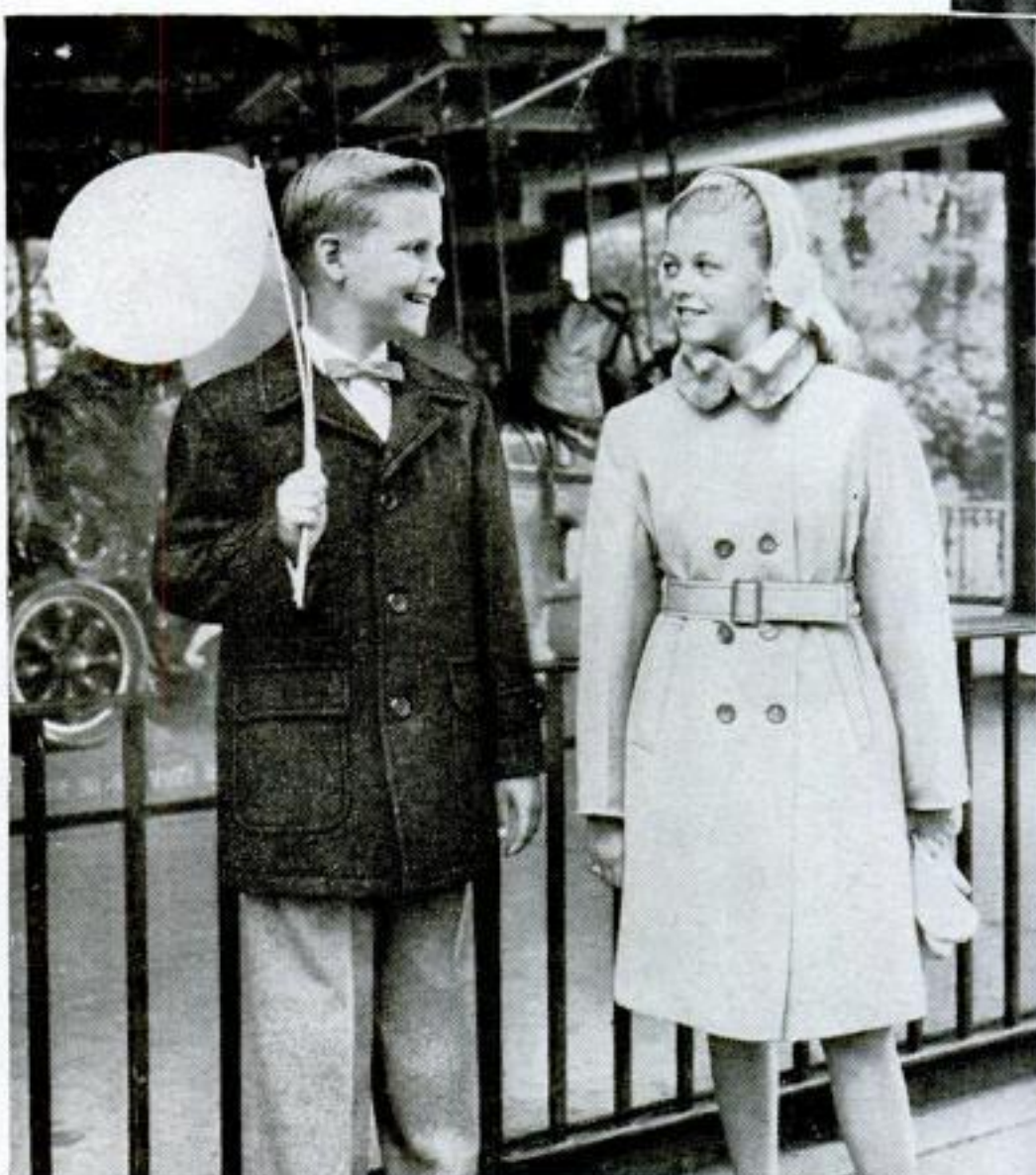


3-PIECE COSTUME 3.99
a 4.95 value. Print cotton felt
circle skirt, matched tote bag,
knit top with pompons. 7-14

WARM MELTON JACKET
7.99 an \$11 value. Quilt-lined;
leather trim; knit cuffs. 6-18
SLACKS 3.99 a \$5 value.

SUBURBAN
COAT 10.99
a \$15 value.
Warm woolen
melton, quilt lined!
WOOL FLANNEL
SLACKS 5.99
an \$8 value.
Charcoal, blue,
brown. 10-18

STORMCOAT,
MITTENS AND
HAT 12.99
a 16.99 value.
Exclusively at
Robert Hall!
Rayon-and-Nylon
sheen gabardine!
Real fur collar,
knit wristlets!



TWEED ZIP-COAT 29.95 a \$37 value.
All-wool Donegals in gray or blue; vivid con-
trast flannel scarf. Change pocket; half belt.
All-wool warmer, Temp-Resisto insulation.

FUR-COLLAR CAR COAT 18.95
a \$24 value. 100% wool petit points and
fleeces. Alpaca-wool lining. Genuine
mouton-dyed processed lamb collar.

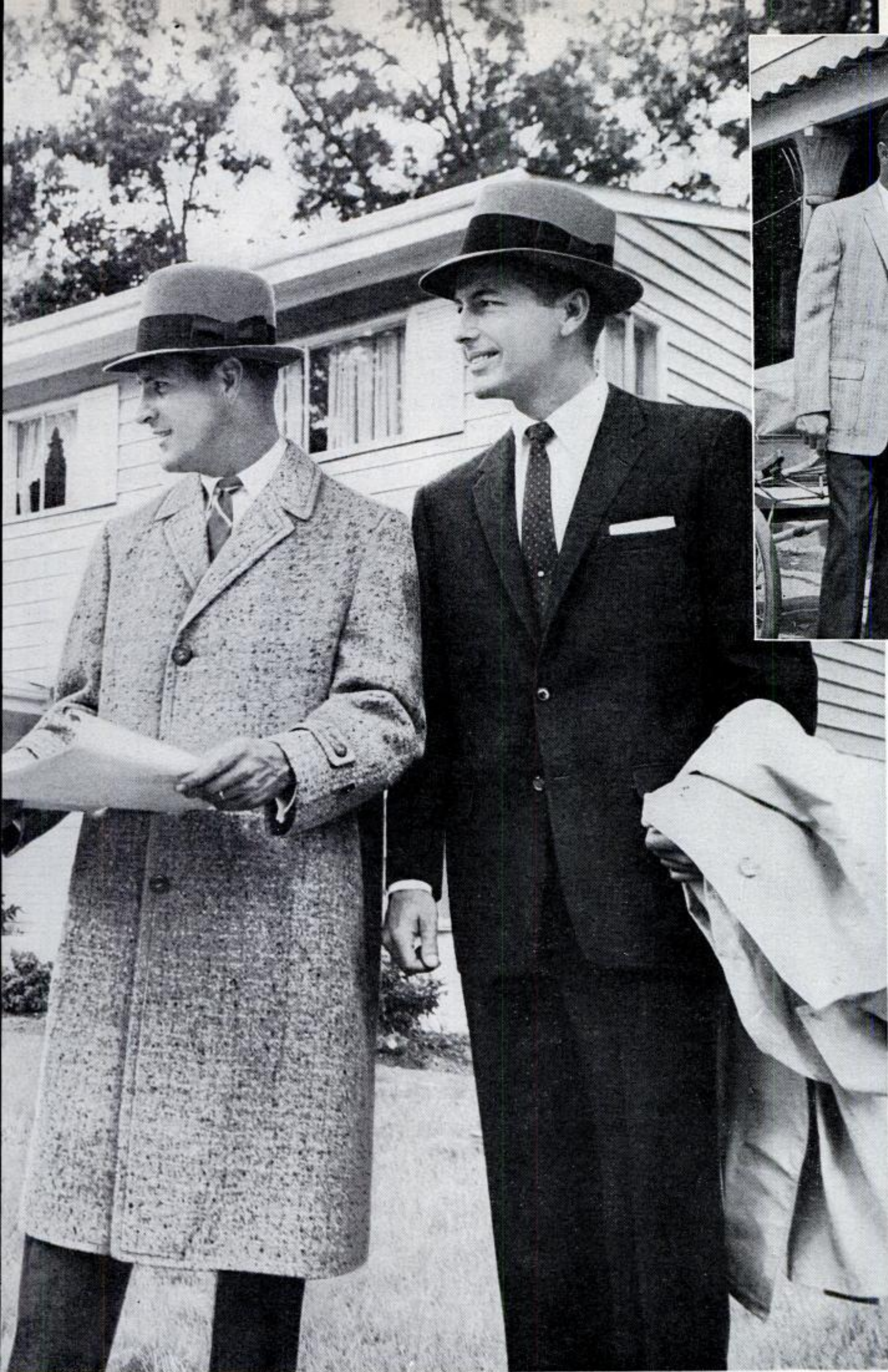


COWL-NECK
SUCCESS DRESS
7.89 a 9.95 value.
100% Chromspun
Vedero, Angora-trim
collar, Charcoal, blue,
brown, gray.

WOOL JERSEY
EMPIRE SHEATH
11.89 a 14.95 value.
Fully lined with taffeta!
Cummerbund waist,
clever back detail. Black,
camel, green, blue.

NEWS IN SEPARATES!
Orlon-wool jersey blouse,
removable pique overcollar,
2.89 a 3.98 value.
Seat-lined flecked skirt.
3.89 a 6.49 value.

This Fall, more than ever before....
ROBERT HALL PROVES
THAT LOW OVERHEADS
MEANS LOWER PRICES



100% WOOL ZIP COAT 29.95 a \$40 value.
Worsted gabardine and tweeds; top quality
tailoring! 100% wool plaid zipout liner
in exclusive patterns! For 3-season wear.

COMPLETE ALTERATIONS INCLUDED

WESTERFIELD FLANNELS 29.95 a \$40 value.
100% wool flannels and tweeds in new Fall
patterns and shades! Tremendous selection.
IMPORTED RAINCOAT 10.95 a \$16 value.



ALL-WOOL SPORTCOATS 19.95 a \$25 value. Splash
weaves, over-plaids, tweeds!
WOOL FLANNEL SLACKS 8.95 a \$12.95 value.
WARM MELTON JACKET 9.95 a 12.95 value. Newest
patterns! Slash pockets.



SUBURBAN COAT 15.95 a \$21 value. Warm woolen melton.
Top tailoring. Cash pocket.
GABARDINE SLACKS 4.95 a 6.95 value. Fine long wearing
rayon-acetate-Dacron blend.

COMPLETE ALTERATIONS INCLUDED



ROYAL-HALL WORSTEDS 34.95 a \$45 value. Superb
all-wool suits in fancy weaves,
twists, sharkskins! Made in our
own tailoring plants...
sold direct to you in
Robert Hall salesrooms.

COMPLETE ALTERATIONS INCLUDED

HARRIS TWEED TOPCOATS 39.95 a \$55 value. Imported
hand-woven Scottish wools
in checks, tick weaves
and herringbones!
Hand tailored details.

Save 20 to 40%

The values on these pages demonstrate what most
of America knows: The Robert Hall low overhead
policy makes sense and saves you dollars! This
week and every week of the year, you save by
shopping in Robert Hall easy-to-reach low-rent
neighborhood locations, where there's plenty
of free parking... you save because Robert Hall
eliminates the fancy fixtures, show windows
and costly displays that increase overhead but
add nothing to clothing value... you save because
Robert Hall buys and sells for cash only, cuts out
credit losses and high bookkeeping expenses.
In short, YOU SAVE BECAUSE ROBERT HALL SAVES!

18 new Robert Hall super
clothing centers open this
week, bringing the total to
238 from coast to coast.
See your phone book for
the one nearest you.



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AMERICA'S LARGEST FAMILY CLOTHING CHAIN®

A DIVISION OF THE UNITED MERCHANTS & MFRS.

M. L. BARTLING, JR.
EXECUTIVE
VICE PRES.



AT HIS OFFICE, Martin Bartling stands door-high. He owns own company, is executive of three others.

The Happy Plight

TALL TENNESSEAN TESTIFIES

The U.S. male is growing taller year by year. There was a 35% increase in 6-footers between World Wars I and II. But his environment has steadfastly refused to keep up with him. In fact, homes, furniture, cars, all are getting lower or smaller. For the very tall man, those 6 feet 4 inches and over, this creates a continuing problem that is only partly offset by such advantages as the ability to change a light bulb in an 8-foot ceiling (*right*).

One such tall man, Martin L. Bartling Jr., 6 feet 6, of Knoxville, Tenn., is

Photographed for LIFE by ALFRED EISENSTAEDT



IN A PULLMAN ROOMETTE, MARTIN BARTLING HAS TO SLEEP WITH HIS KNEES BENT. HE TRAVELS 50,000 MILES A YEAR ON BUSINESS, GOES BY PLANE WHENEVER HE CAN

of Unusual Height

TO THE PERILS AND PROFITS

an ideal case in point. Happily married (to a woman 5 feet 4) and father of two rapidly growing sons, he is a successful executive who finds, like so many of his high-pocketed American confreres, that great height is a tremendous natural asset in business. But against the happy and profitable advantage of being able to peer down intimidatingly—if benignly—on his fellow man, Martin Bartling suffers the sharp inconveniences of a world made for comparative midgets, an incongruous world through which the photographs follow him.



FINE HOME HANDYMAN (RIGHT), MARTIN CHANGES BULB IN 8-FOOT 2-INCH CEILING →

CONTINUED





FROM HIS SUPERIOR VANTAGE POINT BARTLING SURVEYS SITE OF NEW SHOPPING CENTER NEAR HOMES HE BUILT IN WEST HILLS, KNOXVILLE SUBURB. WITH HIM



ATTENTION AT MEETING is given Bartling representing builders at kitchen planning conference.



STARES IN AN ELEVATOR are always turned on Martin. With head in open, he never feels cramped.



ALTITUDE HAS SOME ADVANTAGES

Unlike Thomas Wolfe, another tall man who found "the world of six feet six . . . the strangest and most lonely world there is," Martin Luther Bartling is delighted with it. He was invariably singled out because of his height for leadership in school (he was 6 feet 6 inches at 17), and later in the Army he rose from buck private to a lieutenantancy in Tokyo GHQ.

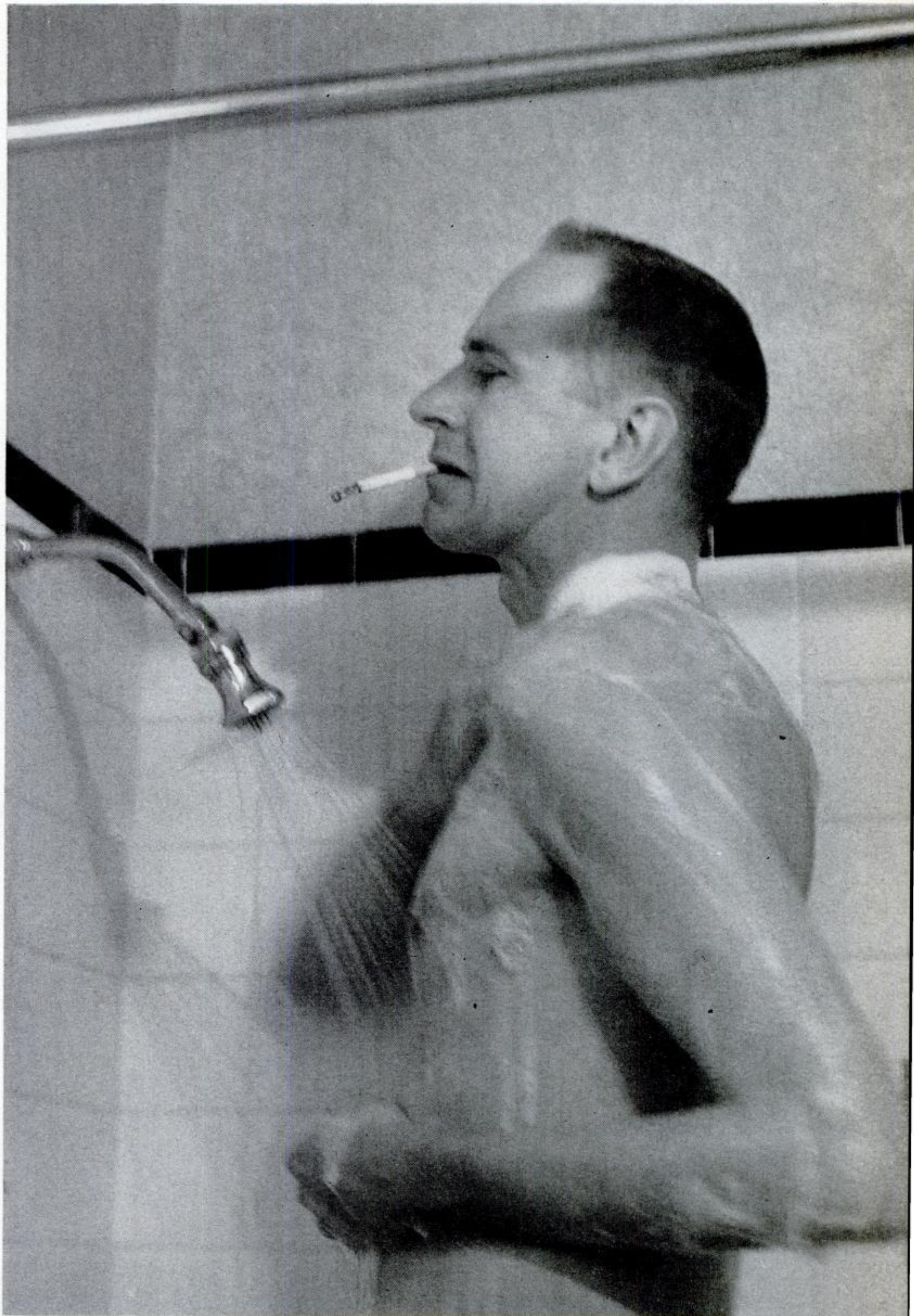
In business life Bartling, a well-coordinated and efficient man, has become a nationally known builder, confirming the statistics for well-adjusted giants which show that bigger men have bigger jobs: presidents of railroads (measured with shoes on) average 5 feet 11, while station agents are 5 feet 9½; sales managers are 5 feet 10 and salesmen 5 feet 9.



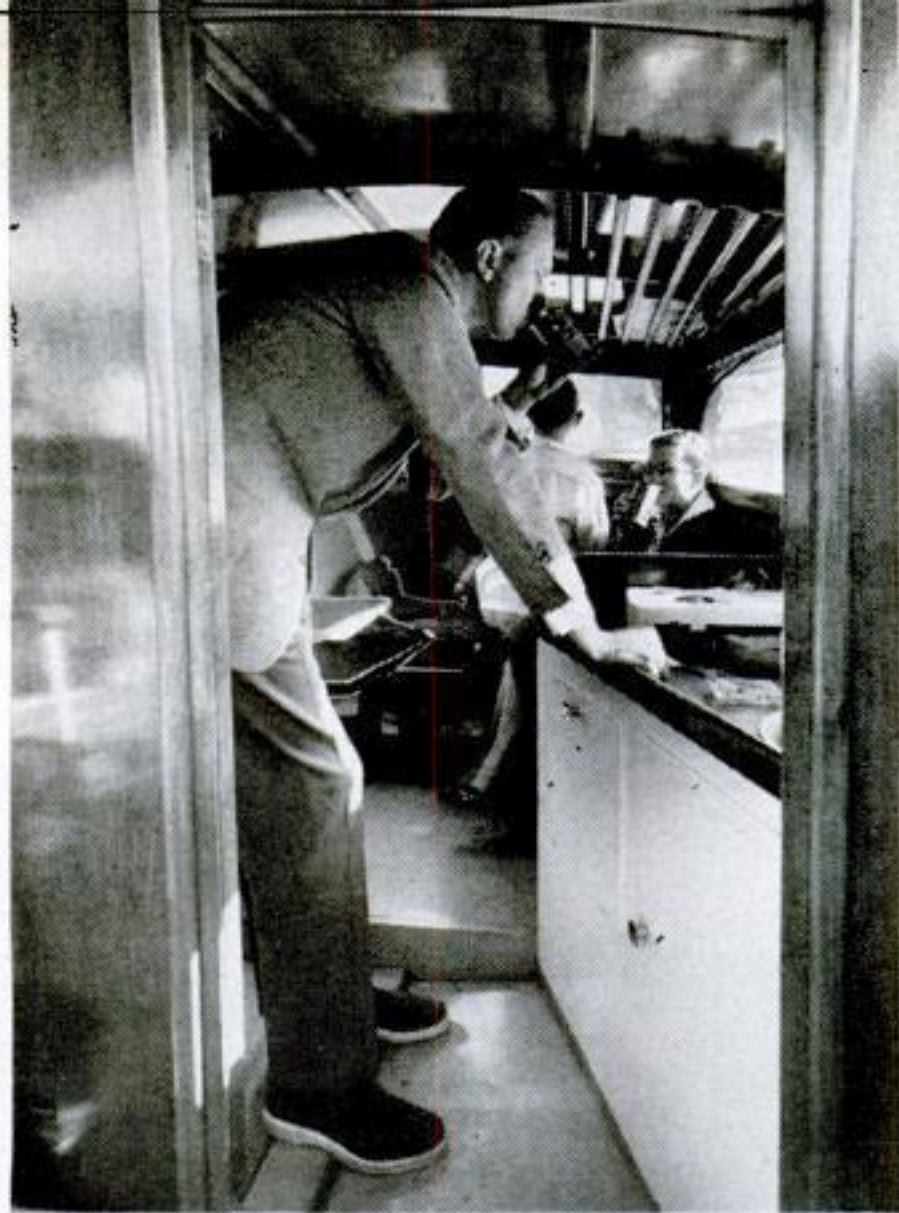
IS HIS ARCHITECT, WILLIAM A. SLOAN JR., 5 FEET 4



← AT TAILOR'S, Jim Ward climbs stool to measure Martin, who has little trouble buying readymades.



IN HOTEL SHOWER, Bartling has to bend to wet his face but he takes solace in being able to smoke.



BENDING FOR BEER, Bartling does an almost 90-degree dip in galley of outboard cruiser, *Katy B*.



DUCKING FOR DOOR, Martin boards DC-3. If passenger in front tilts back seat Martin is trapped.

STOOPING FOR SPORTS CAR, an Austin-Healey → he liked, Martin barely makes it with the top up.

TALL MAN CONTINUED

THE WAY TO LIVE LIKE A PRETZEL

Martin Bartling has the calm attitude common to many men of great altitude—a mild approach that contrasts with the shorter man's endless scrapping for what he wants.

The tall man's competition is not so much with men as with environment. Bartling, who at home sleeps diagonally in an old-fashioned four-poster, away from home curls up in a single bed (pp. 158, 159). Otherwise he would have to hang his feet over the bottom. The average mirror shows only his neck and chest and he has to bend double or practically kneel to wash his face. In a car his knees hit the

steering wheel and at a bar he looks like a praying mantis unless he sits, which is usually impossible. At a noisy cocktail party his head is so high that he misses all the gossip unless he can talk people into sitting down, and at a dance he is likely to find himself carrying his partner around like a rag doll. He may find that business associates shake hands with him sitting down to avoid matching inches. But a far more vexing problem is making private calls in a phone booth with a stationary mouthpiece—he either stoops in a knock-kneed stance, or stands outside, leans in and talks in a whisper.





LAWN MOWER JACKKNIFE, in which he crosses legs and bends from the waist, enables Martin to

get down to his work. Well adapted for pruning trees or high hedges, Martin finds planting bulbs difficult.



← **BRIDGE TABLE SCISSOR** is assumed at a game with Mrs. Bartling (*left*), Leon and Lula Fooshee.

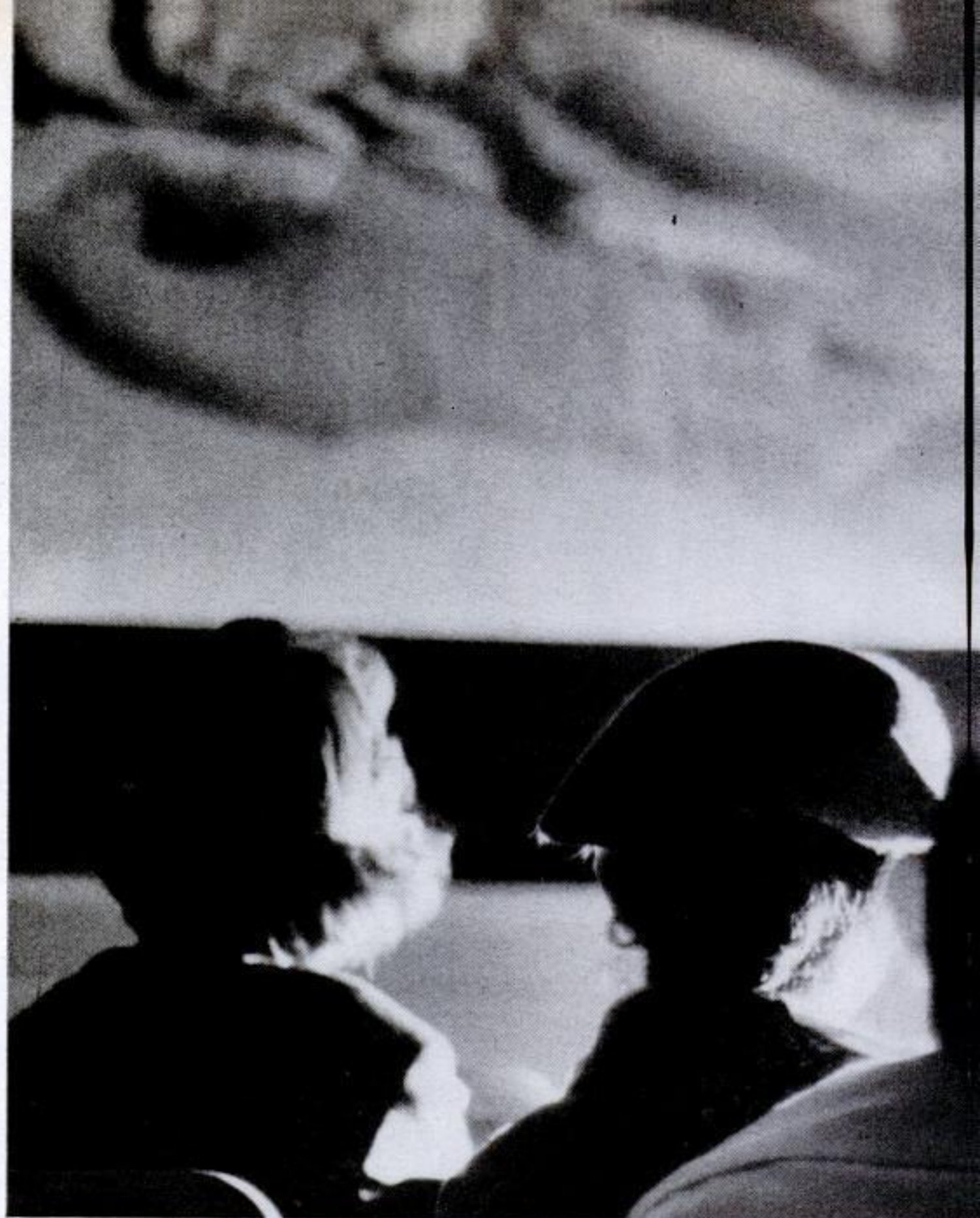


AWNING DIP, a problem most tall men complain of, has become as automatic as door duck for Martin.

A TIME TO RELAX, BUT NOT ENTIRELY



A HIGH, HELPING HAND is lent wife's cousin Carol Corbitt, 3, who wanted to fly. Tricks like this make Bartling, like most tall men, a great favorite with children.



A MENACE AT THE MOVIES, Martin's presence often means aching necks for normal-sized people behind. He had to bend legs double to fit seat.



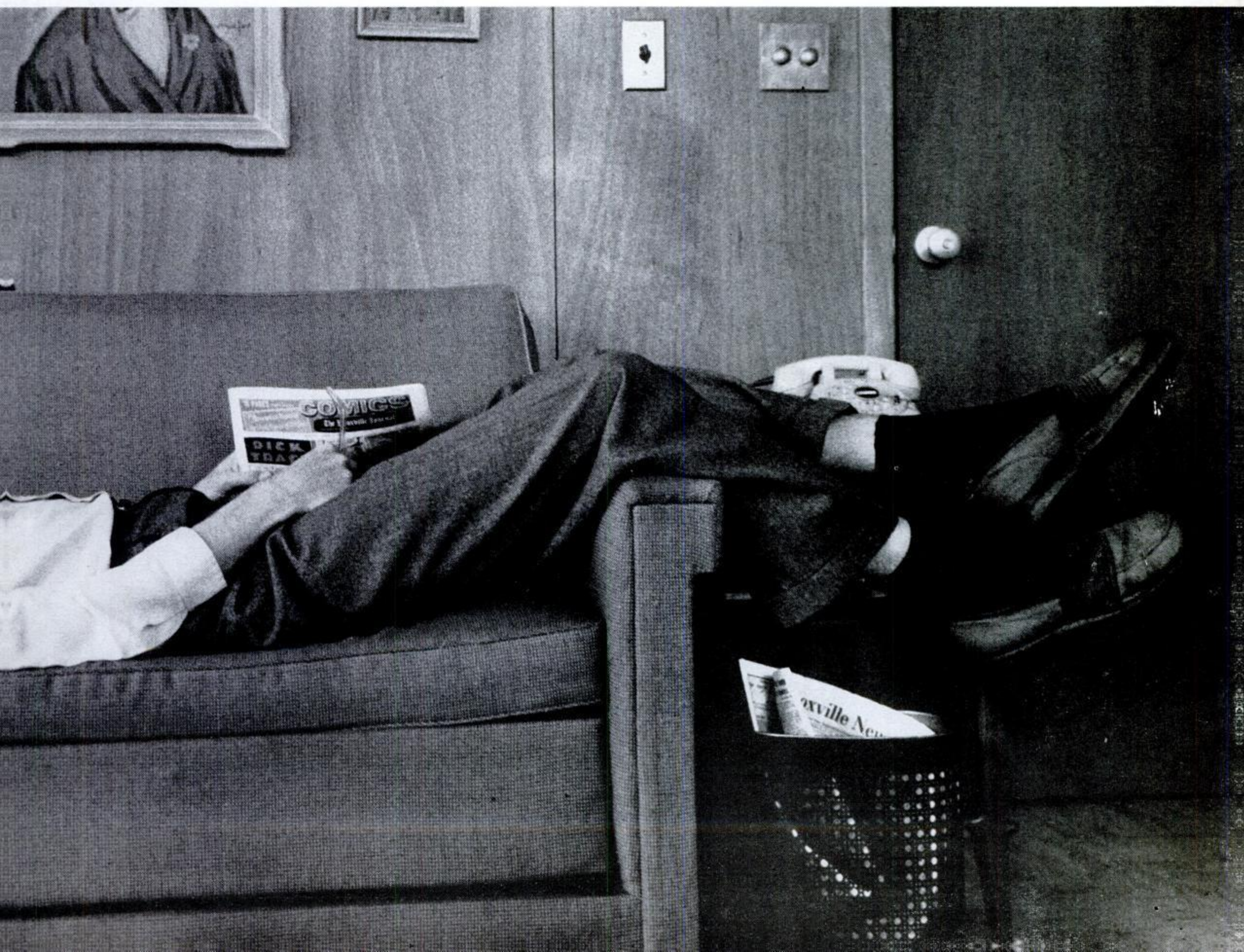
PILLAR OF HIS CHURCH, the Messiah Evangelical Lutheran in Knoxville, Martin sings at Sunday service. He is vice chairman of the church council and an usher.



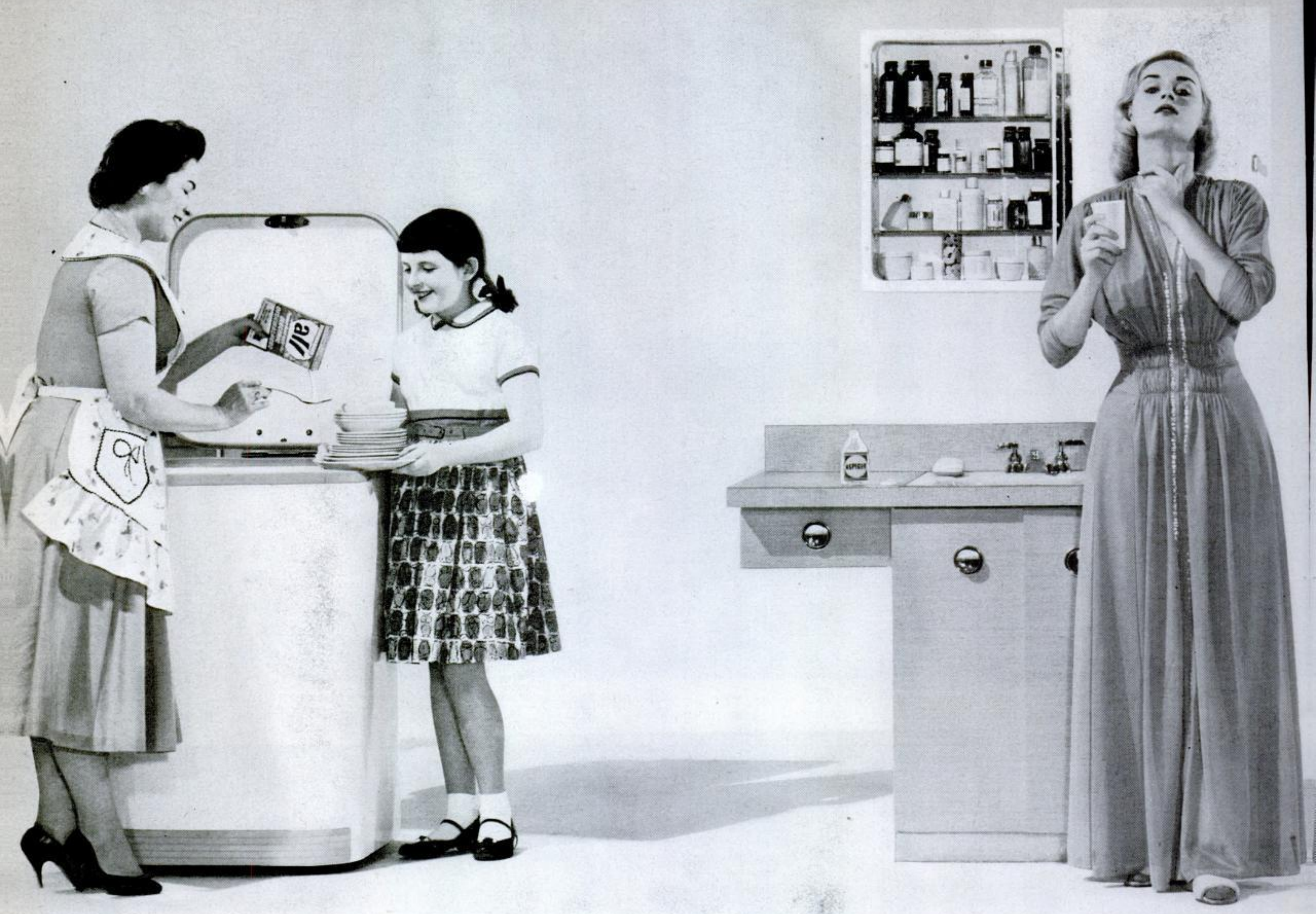


NAPPING ON LOVESEAT in the Bartling dining room (*below*), Martin looks hopelessly uncomfortable but his wife Catherine claims he can sleep that way for an hour.

The feet hanging over the end carry size 13 AAA shoes which, along with Martin's 15½-37 inch shirts, always have to be specially ordered from out-of-town suppliers.



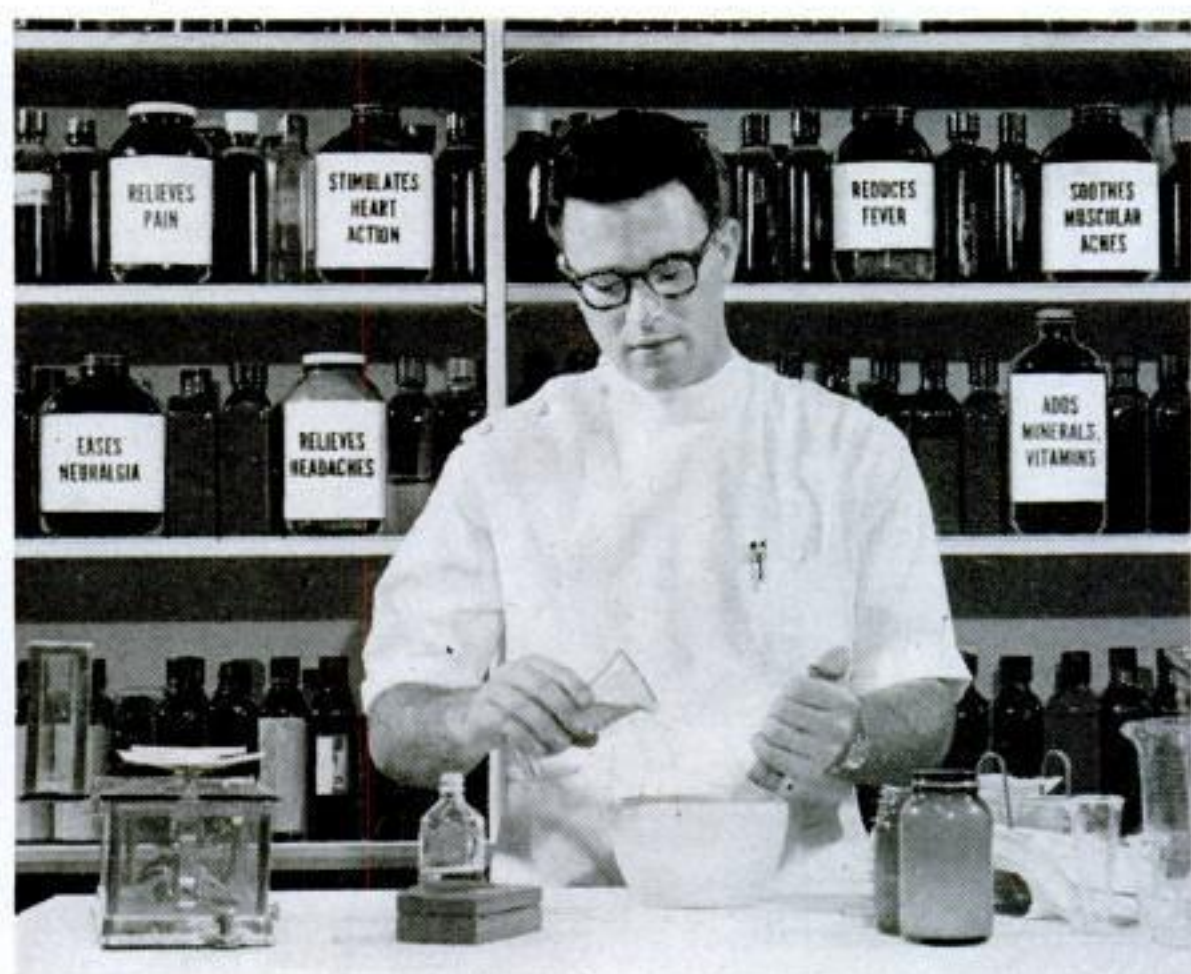
MONSANTO CHEMISTRY IN ACTION . . . HEALTH



HEALTH-PROMOTING PRODUCTS MONSANTO MAKES OR IMPROVES INCLUDE (l. to r.) DISHWASHER *all*—THE AUTOMATIC DISHWASHER DETERGENT

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Mixing creative research with production know-how, Monsanto tailors hundreds of old and



DOCTORS COUNT ON CHEMISTRY to supply most of the medicines they use today. Monsanto ingredients in aspirin, penicillin, antihistamines and other drugs help relieve many common ailments. Monsanto also makes plastics for better drug packaging.



HANDS THAT WORK HARD need a soap that wards off skin disorders. Monsanto attacks dirt by producing chemical ingredients for soap . . . germ-killing compounds that cling to hands, cut skin

bacteria by as much as 97%, form an invisible barrier against disease and even act as a deodorant. In first-aid cream, these chemicals fight infection and aid fast healing without stinging.



...THAT GENTLY, HYGIENICALLY CLEANS DINNERWARE...COLD & PAIN REMEDIES...MINERAL-ENRICHED & DIETARY FOODS...FIRST-AID ANTISEPTICS

HEALTH OF FAMILIES "ON THE GO"

new products to make your life more comfortable. Here are a few examples in health:



SAFE PASTES FOR HEALTHY TEETH. Monsanto phosphates, used in pastes and powders, contribute a gentle cleansing action that helps keep teeth strong and white. Phosphates also add "body" to the product.



DOUBLE-DUTY DISINFECTANTS, containing Monsanto chemicals, kill bacteria that cause odors...stop fungi and mildew...are less irritating to skin. Used in hospitals, kitchens, locker rooms, *wherever* odors are a problem.

MANUFACTURERS: If you are interested in any of the products shown—are considering ways to use them in your business—or want more information, write Industrial Service Department, **MONSANTO CHEMICAL COMPANY**, St. Louis 4, Missouri. **NEXT MONTH: MONSANTO CHEMISTRY IN FOOD**



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Dental scientists say that additional ingredients in Dr. Lyon's Tooth Powder would do nothing to improve it. They would simply increase its cost.

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sweetens your breath without neglecting your teeth. It helps prevent tooth decay, whitens and brightens your teeth beautifully. And it *cleans* your teeth as no tooth paste can.

So hurry—take advantage of this special offer which gives you two regular size packages of Dr. Lyon's Tooth Powder—a 94¢ value—for only 69¢. Offer is limited, so buy it today!

'FINALLY SHE HAD TO LOSE'

After 25 years as the top woman athlete, Babe Zaharias dies of cancer

Mildred ("Babe") Didrikson Zaharias looked up from her hospital bed in Galveston and smiled at her husband. "George," she said, "I ain't gonna die." The world's greatest woman athlete wanted to win an unequal contest. In the 1930s, as an Olympic record breaker at track, best woman's basketball player and all-round star at tennis, swimming, diving, shot-putting, lacrosse, fencing, polo and even billiards, Babe had no equal. For 15 years she led

women's golf, won more and earned more than anyone else. A fierce competitor, she was also a happy player, punctuating her steady game with high-spirited antics (*right*).

But last week, after having suffered from cancer for years, Babe died, at 42. The passing of this daughter of a Norwegian sailor, who had become so successful at winning, moved the President of the U.S. to say, "Every one of us feels sad that finally she had to lose."



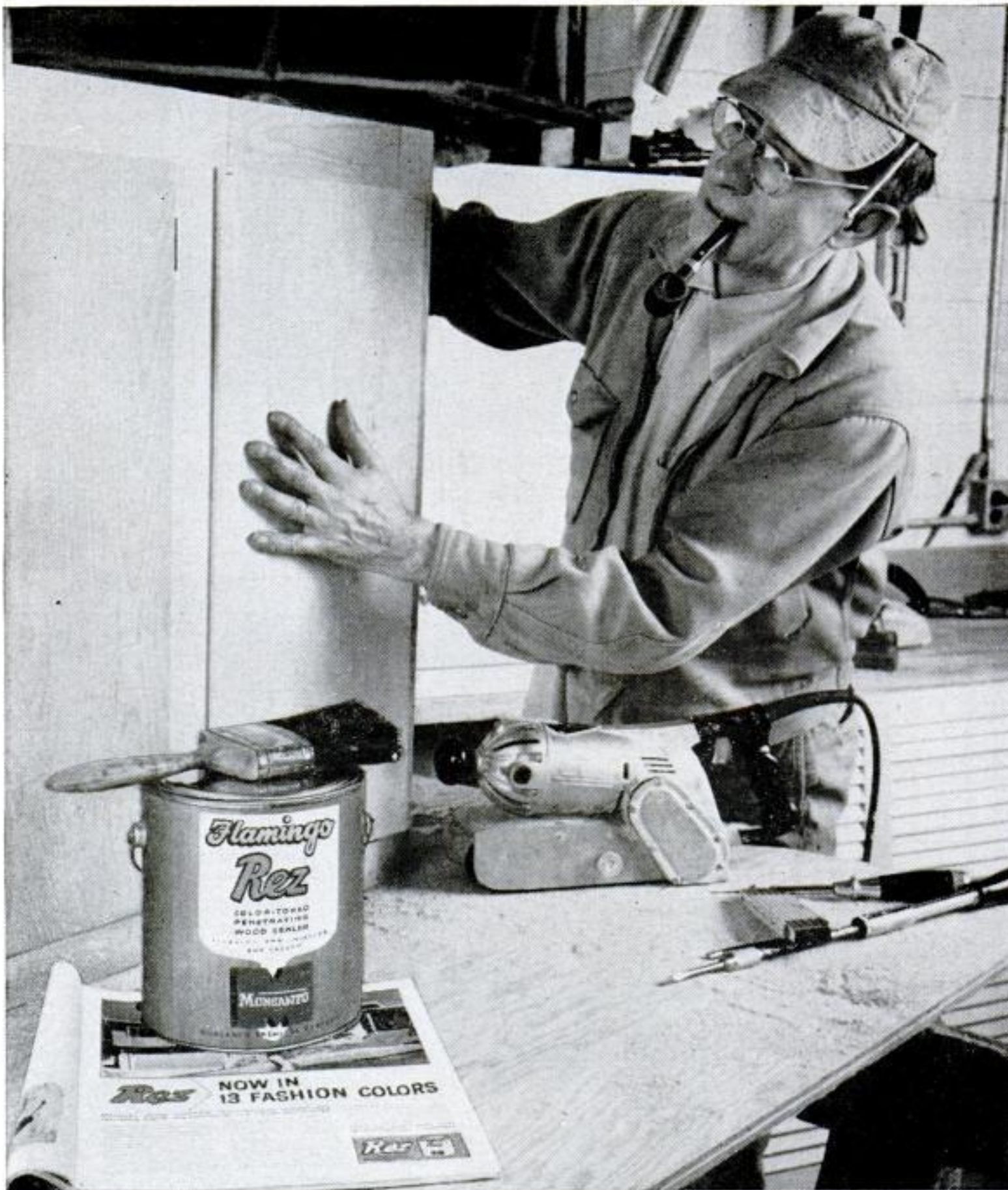
TWISTING HOPEFULLY, Babe watches putt that helped win 1950 professional world championship.

HUSBAND GEORGE HELD "GET WELL" LETTERS AT BABE'S BEDSIDE BEFORE SHE KNEW SHE WOULD DIE. THEY MET ON GOLF COURSE AND WERE MARRIED IN 1938



CONTINUED

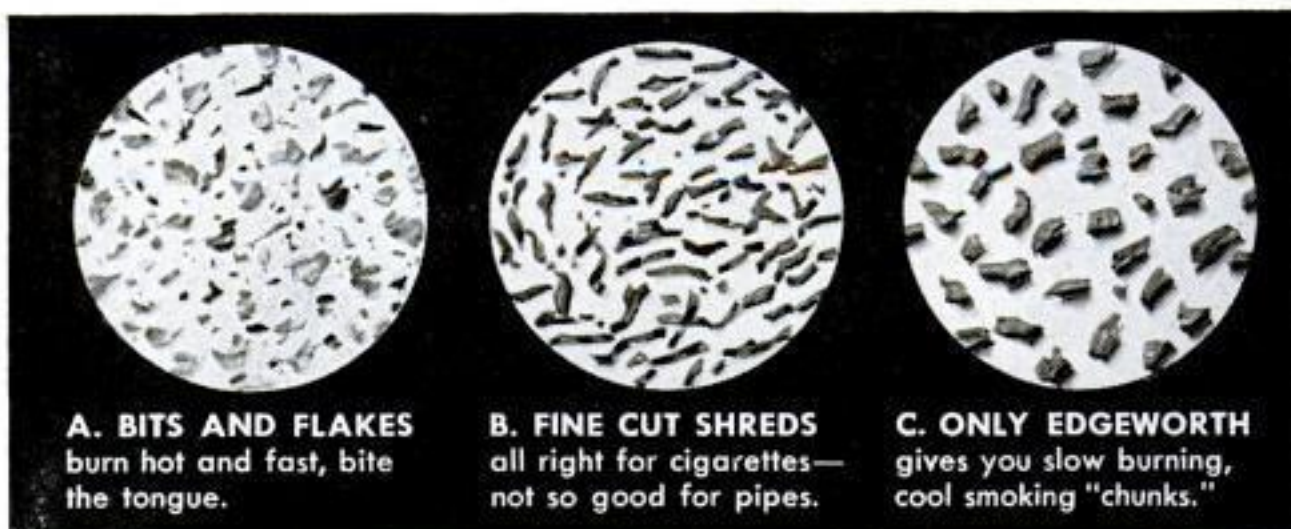
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Babe Zaharias CONTINUED



AT 1932 OLYMPICS 19-year-old Babe set world's record with 143-foot javelin throw. Then tomboyish Babe plastered her hair back, refused to use lipstick.



IN BASEBALL EXHIBITION Babe pitched inning for Cardinals against Red Sox. Here Burleigh Grimes watches. Bucky Harris said she equaled some men.



HEARTBROKEN HUSBAND weeps at funeral service in Beaumont, Texas. A wrestler turned sports promoter, he helped Babe organize women's pro golf.



The Symbol that links the oil refinery to your family car

Keeping your car in top shape is easier and more convenient these days—because of the can and a symbol you probably seldom notice.

The symbol is a trade-mark—a small oval on cans made by American Can Company.

Back of it is Canco's belief that the can is more than a container; it's a way of helping you live better . . . more conveniently . . . for less money.

Back of it, too, is Canco's motto "Can do," and the *spirit of cooperation* that makes this motto work.

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HERE'S HOW THEY HELP BRING YOU AUTOMOTIVE PRODUCTS IN NEW, CONVENIENT FORM.



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METALLURGIST R. R. HARTWELL is one of many Canco specialists who help develop improved packaging for the petroleum industry. Faced with tough problems and great opportunities, Canco's researchers and service people have always answered "Can do!"



"Can do"...that's the spirit of American Can Company

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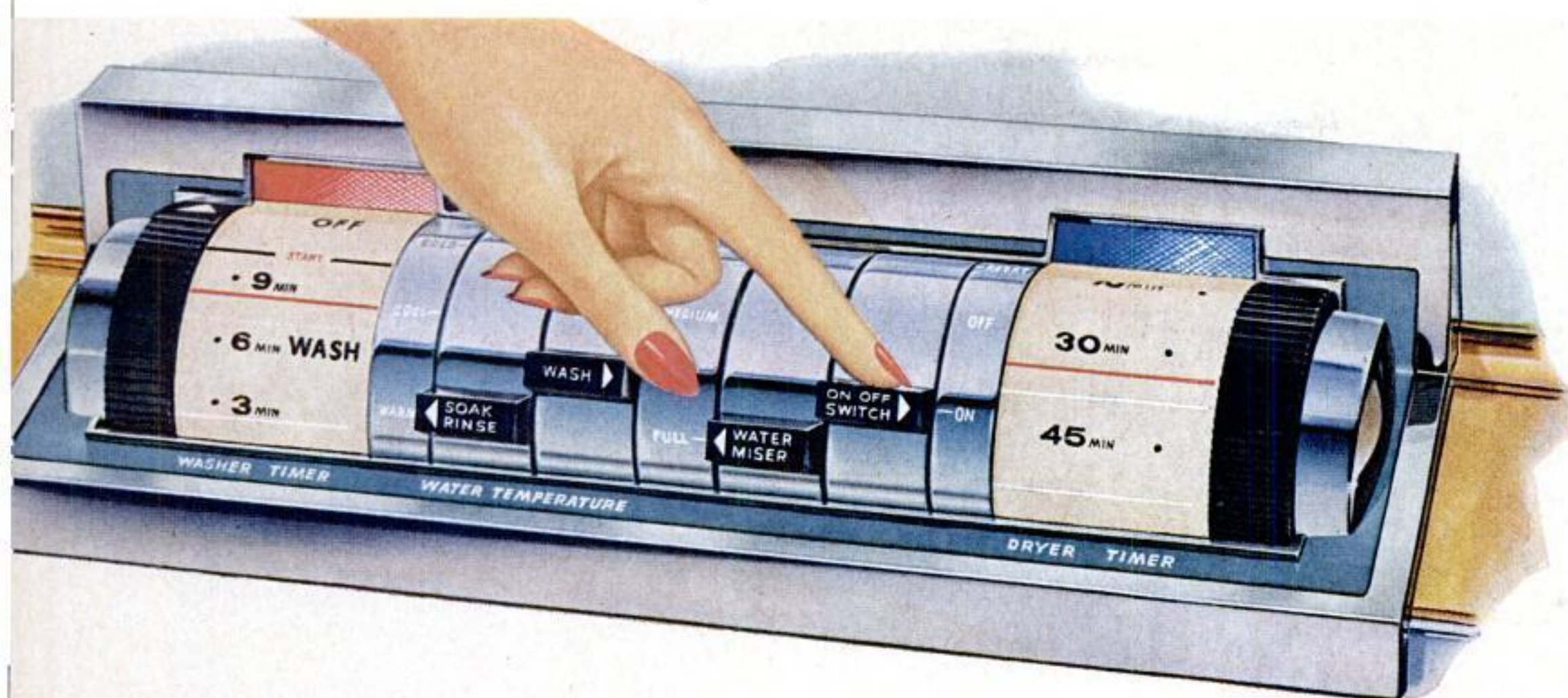


Just set the fabulous Keyboard Control and in one step, in less than one hour, your clothes can be washed and dried—gently tumbled so fluffy soft, so wrinkle-free *many need no ironing!*



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space-consuming side-by-side units and you save on water, save on detergent, save on power.

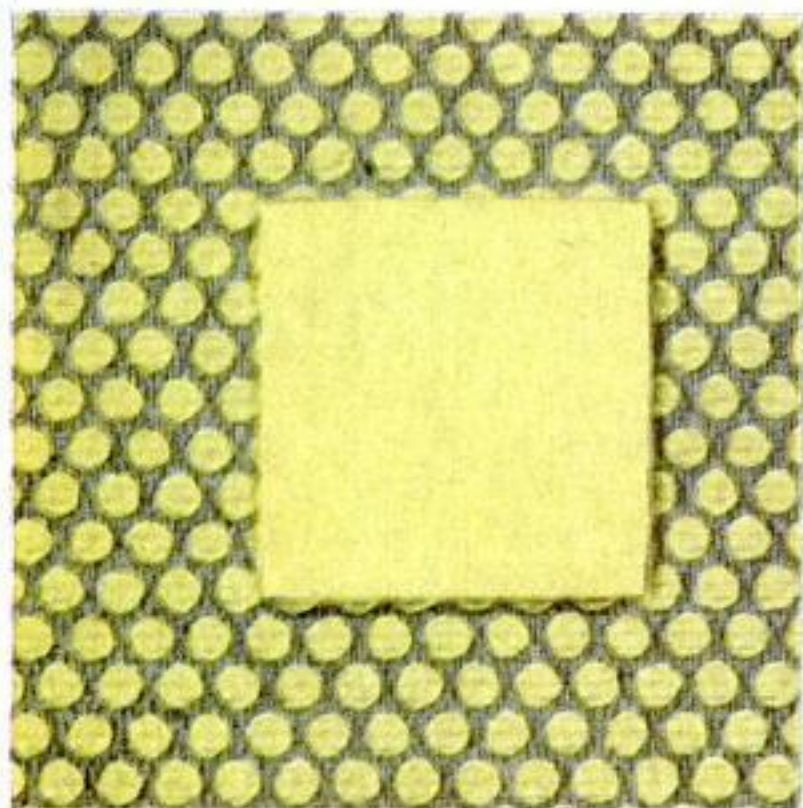
See this great new 1957 Duomatic at your dealer's today—in gas or electric models, in your choice of 3 decorator colors or gleaming white. You'll see why there are more Bendix washer-dryers in use than all other makes put together.

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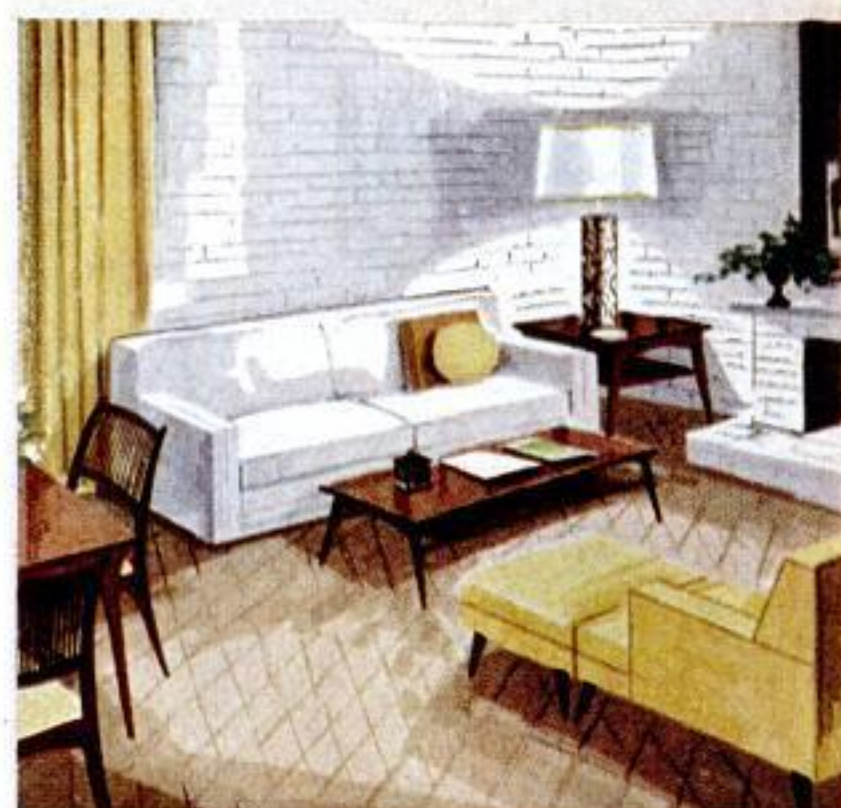
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Here are the furnishings used in the handsome contemporary room setting (shown right) that made decorator Robert O. McEwen of W. & J. Sloane, Beverly Hills, California, a prize winner in the recent nation-wide "Designed to be Lived With" contest! Most important—every piece of upholstered furniture is covered with the care-free comfort of luxurious U. S. Naugahyde. Truly the ideal upholstery for today's modern living, both Elastic Naugahyde, the over-all vinyl fabric, and Breathable Naugahyde, the deep-dimensional vinylized woven material, are soil resistant, color-fast, easy to keep clean, and amazingly durable. You'll find furniture upholstered with U. S. Naugahyde and cushioned with U. S. Koylon Foam at leading stores throughout the country. For further information write: United States Rubber, Coated Fabrics Dept., Mishawaka, Ind.

Chair and ottoman by Pacific Furniture Manufacturing Company, upholstered with Elastic U. S. Naugahyde in yellow Glazed Antique. Draperies of same fabric (small swatch shown left) • Aireloom Slumber Lounge upholstered with Elastic* U. S. Naugahyde in white Glazed Antique • Dining room furniture by Drexel, chairs in yellow-on-grey "Sequin" pattern of Breathable* U. S. Naugahyde (large swatch left).

*Pat. App. for



United States Rubber

Rockefeller Center, New York 20, N. Y.



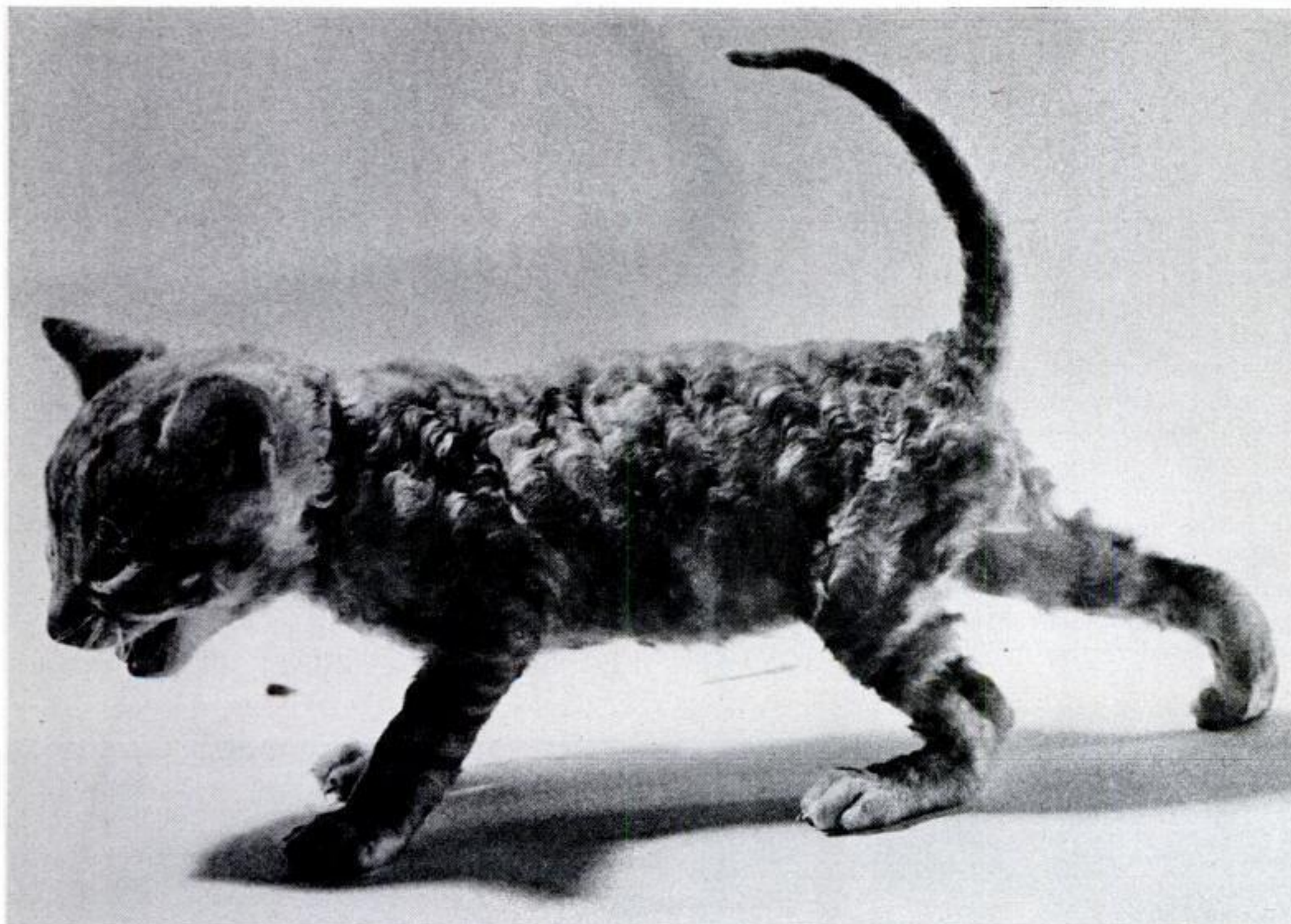
MRS. ENNISMORE'S ORIGINAL CURLY, KALLIBUNKER, SHOWS HIS OTHER FEATURES: CURLING WHISKERS, BALD EARS

A DIFFERENT BREED OF CAT

Ever since the ancient Egyptians first tamed them, cats have been purring along happily enough with straight hair. Then in 1950 a tabby owned by Mrs. Nina Ennismore of Cornwall, England produced a male kitten (*above*) with beautifully curly hair.

Intrigued, Mrs. Ennismore bred the male to his

daughter and, presto, two more curly kittens. Last year two of the curlies, also called Rex cats, produced the first all-curly litter. Now Mrs. Ennismore is selling some of her permanently waved charges to let other feline fanciers help develop what may be—if the line holds true—the world's newest breed of cat.



A MARCELLED KITTEN FROM NEWEST LITTER WAS BORN TO KALLIBUNKER (TOP) AND A SMOOTH-HAIRED MOTHER

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LIMITLESS POWER

ATOMIC FUSION, NOT FISSION, WILL

In last week's issue LIFE reported on the construction of a future source of power—the first large-scale, commercial nuclear power plant at Shippingport, Pa. The following article looks still farther into the future to describe man's ultimate source of power, thermonuclear energy. This article is adapted from Dr. Ralph E. Lapp's forthcoming book, Atoms and People, to be published October 17 by Harper & Brothers (\$4).

EVER since the atomic bomb exploded 11 years ago, the world's imagination has been captured by the prospect of solving all our peacetime power problems by splitting the atom. In its effort to harness the power of the A-bomb, the world—and especially the U.S.—has spent billions of dollars on the finding and processing of uranium, on research and design, on pilot plants and nuclear reactors, on safeguards against radiation. The cry has been that in nuclear fission man has at last found his great source of power for the future.

The money and effort were rightly spent, for the possibilities of fission power are dazzling. And yet it is *not* the final, perfect answer to our quest for power. Although there is vast energy to be tapped by splitting atoms, uranium is by no means an ideal fuel. The ash left over when it is burned in a power plant is "dirty," in the sense that it is the most potent radioactive hazard in existence. Some split atoms of uranium are a hundred million times more toxic than chlorine gas, the worst industrial poison known. They produce an immense radioactive hazard inside the

core of a nuclear power plant. Once removed from the reactor, the fuel rods have to be processed and handled with extreme care, and in the end we have to find some safe hiding place for them. We still do not know whether to drop them in the sea, bury them deep in the ground or, as has been fancifully suggested, send them off into outer space via rockets. As we use more and more nuclear fuel, this disposal problem will become more and more serious.

Because of the radiation danger, nuclear reactors must be covered by huge shields and protected by other safeguards, all of which are elaborate, expensive and troublesome. Uranium fuel is hard to find, expensive to process and limited in supply. An additional drawback is that nuclear energy must be converted first into steam, then into electricity. The best scientific brains see no way to convert it directly into electricity. This does not mean that conversion is impossible, but there is little optimism that it can be achieved. As far as we can see, nuclear energy must be harvested in the form of heat, which is relatively cumbersome and inefficient.

If there were nothing better in sight, we could pin our hopes on nuclear fission, with all these drawbacks, and still feel confident that we had developed our most promising source of power. But there is reason to hope that we are going to have, possibly within a decade or two, something far superior to uranium.

The ideal fuel would be one which would pack uranium's power but not its radioactive wallop. In other words, a clean or pure fuel. That fuel is hydrogen, the hydrogen in

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OUT OF THE SEAS

DRIVE FUTURE MACHINES

by RALPH E. LAPP

ordinary water, available to us in unlimited supply in all the seas and oceans. Our brightest hope for future power is not the energy produced by nuclear fission, the splitting of heavy atoms like uranium. It is the energy produced in fusion, the joining together of light atoms. (The principles involved in the design of a fusion power machine are shown in the drawing on page 188.)

Dr. Bhabha's prophecy

IN his opening address before the Atoms for Peace Conference in Geneva last year, Indian Physicist Homi Bhabha brought fusion power to the attention of the world. Had he tossed a small A-bomb in the press section, he could scarcely have produced a greater impact than he did with this prophecy: "The historical period we are just entering," said Dr. Bhabha, "in which atomic energy released by the fission process will supply some of the power requirements of the world may well be regarded one day as the primitive period of the atomic age. It is well known that atomic energy can also be obtained by a fusion process as in the H-bomb, and there is no basic scientific knowledge in our possession today to show that it is impossible for us to obtain this energy from the fusion process in a controlled manner. The technical problems are formidable, but . . . I venture to predict that a method will be found for liberating fusion energy in a controlled manner within the next two decades."

From the time of Dr. Bhabha's speech to the end of the

conference all eyes were focused on the possibility of hydrogen power—limitless energy from the substance of the sea.

Yet today, a year after Dr. Bhabha's remarks, peacetime fusion power is seldom discussed outside learned circles. Public interest and optimism are directed almost entirely at nuclear fission power. Fusion power, when it is mentioned at all, is treated like futuristic daydreaming, as intriguing but as distant as Judgment Day.

Why do we never hear anything about fusion power? The answer is quite simple: secrecy. Until Dr. Bhabha's announcement at Geneva forced the Atomic Energy Commission's hand, it was not even known that the U.S. had a thermonuclear project (later identified as Project Sherwood).

Nuclear scientists have pleaded with the AEC to take the wraps off H-power. Most of them have stated flatly that the whole business should never have been labeled "secret" in the first place, that since both Russia and the U.S. already know how to make H-bomb material by other methods, there is no military excuse for secrecy.

But the AEC and its chairman, Admiral Lewis L. Strauss, have refused adamantly to remove the secrecy label. The total resources of the whole scientific community are needed to work on the thermonuclear problem, but the AEC's position makes this impossible. M.I.T., for example, has turned down a lush contract for thermonuclear work on the grounds that secrecy and progress in the H-power field are incompatible. Without a steady inward flow of

CONTINUED

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THE AUTHOR



Ralph E. Lapp, 39-year-old physicist, was a member of the Manhattan Project that developed the atomic bomb. He has been executive director of the AEC's Joint Research and Development Board and head of the Nuclear Physics Branch of the Office of Naval Research. He now directs Nuclear Science Service, a private consulting firm.

LIMITLESS POWER CONTINUED

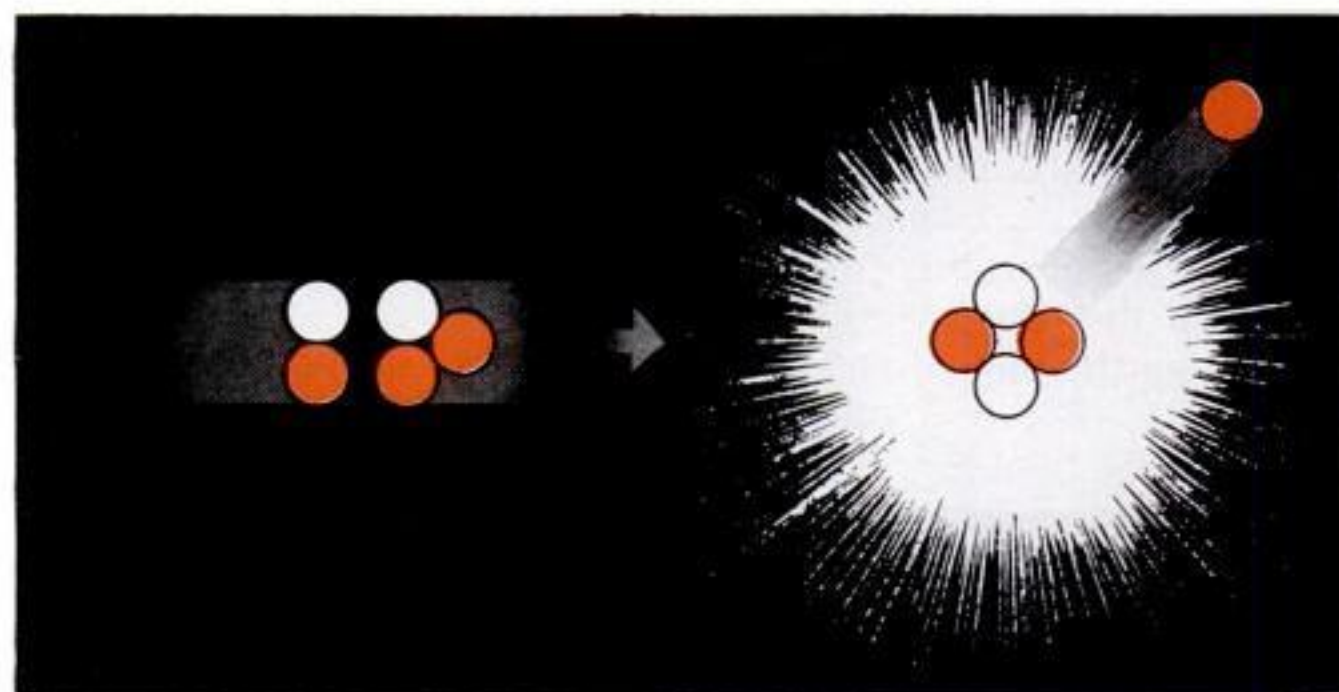
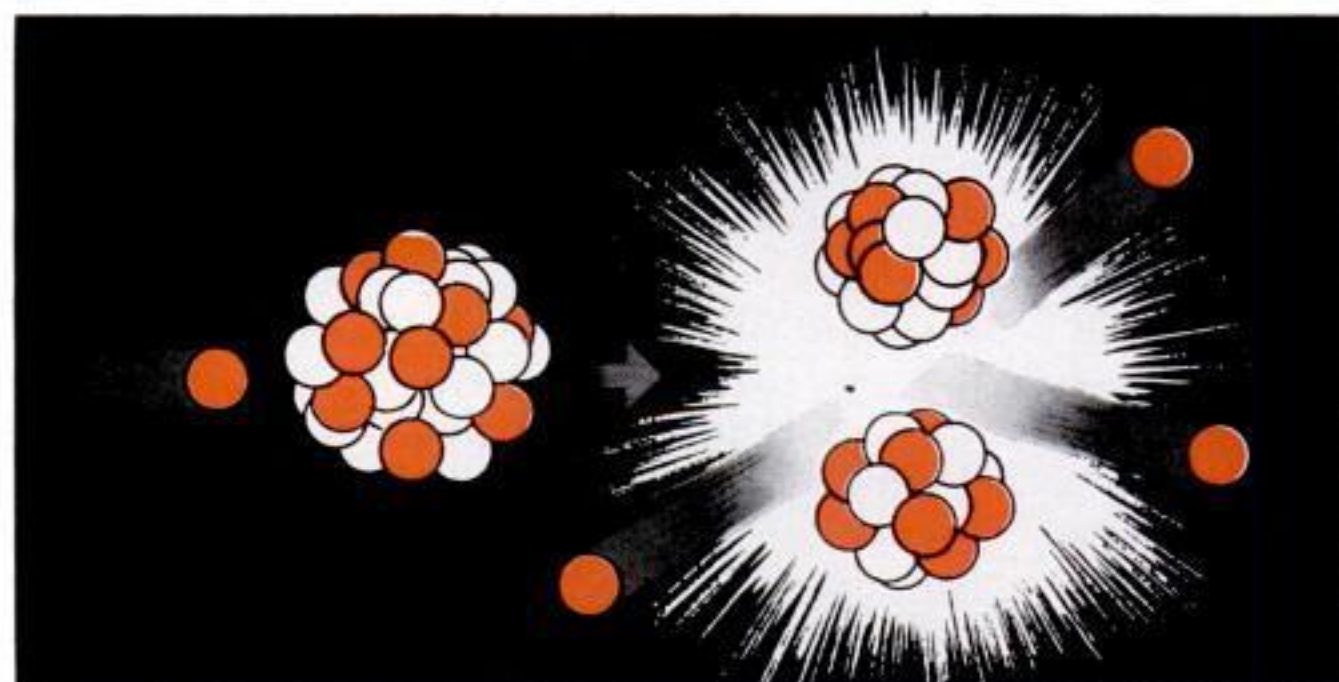
good ideas and suggestions from all interested scientists, Project Sherwood can achieve only limited success.

No such restrictions appear to hamper Russian scientists. When Igor Kurchatov, one of Russia's top-ranking nuclear physicists, visited the Harwell atomic research center in England last spring, he astonished a lecture group of British scientists by giving a progress report on controlled fusion. He revealed details of Soviet work and even distributed copies of his speech. It was taken to AEC headquarters in Washington, and Dr. Edward Teller, the famed H-bomb expert (LIFE, Sept. 6, 1954), was among those asked to appraise its significance.

Teller is said to have told the AEC that the Kurchatov speech indicated a high degree of technical competence within the Soviet H-project and to have argued that the U.S. should now break its secrecy on Project Sherwood. Many of us felt sure this would happen this summer when Teller spoke before the American Nuclear Society. But he apologetically confessed, "I cannot tell you anything new—only review what is known." Teller delivered his lecture to approximately 1,000 scientists and engineers. A copy of Kurchatov's speech had been placed on every seat in the auditorium. As we listened to Teller saying much less than Kurchatov had told the British at Harwell, we felt not only shortchanged but chagrined that it was a man from behind the Iron Curtain who had to enlighten the free world on controlled hydrogen power.

It is freely admitted that our own thermonuclear project may take decades for success. Admiral Strauss has said, "We, and other nations as well, are seeking the elusive 'big idea' which will afford the key to this revolutionary secret." Yet Project Sherwood remains locked up as tightly as the things we are seeking. It is apropos to recall some advice that J. Robert Oppenheimer once gave me when I

CONTINUED



FISSION AND FUSION are two entirely opposite processes. In fission (top) a neutron (in red) strikes a U-235 nucleus, splitting it in two and releasing other neutrons and enormous energy. In fusion (bottom) deuterium and tritium collide and form a single helium nucleus, releasing energy and one neutron.

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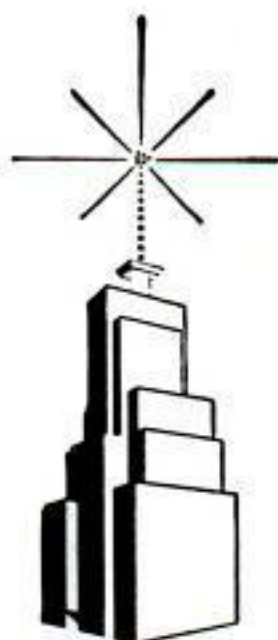
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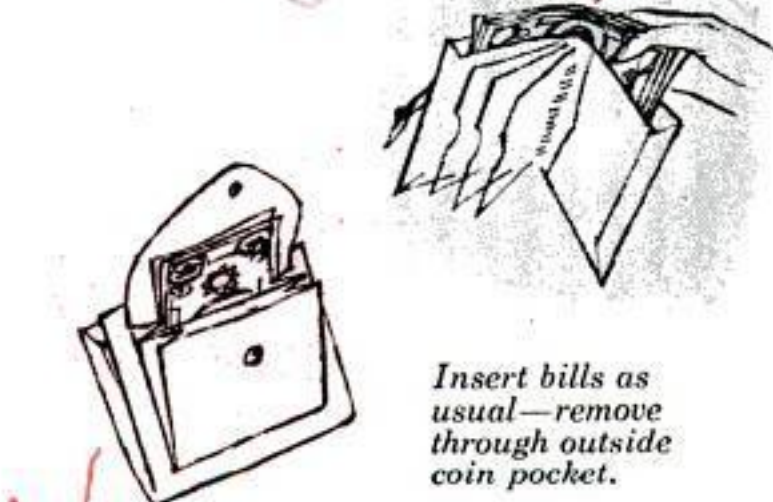
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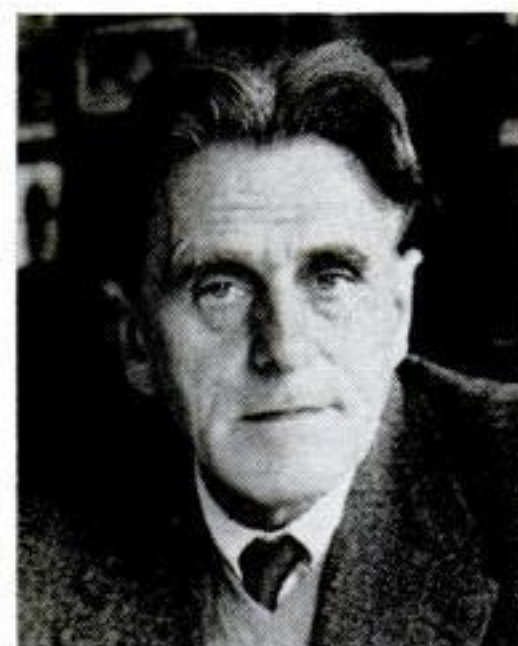


H-POWER PROPHET Dr. Homi Bhabha of India startled Geneva Conference by predicting controlled thermonuclear reactor was less than 20 years away.

LIMITLESS POWER CONTINUED

went to him with a perplexing problem: "When you don't know where to turn, make noises. Somebody will help you out." Our present policy gives our scientists no chance to "make noises."

In order fully to understand what it is that our scientists are seeking and the problems that stand in the way of controlled fusion power, we must start with a German scientist named Dr. Frederic Houtermans, one of the first men ever to theorize about hydrogen energy.



HOUTERMANS was first to publish solar fusion theory.

I met Dr. Houtermans last summer at the Geneva conference, and he told me about the birth of his idea which later grew into the H-bomb. In 1928 he was deeply absorbed in wondering about the source of energy in stars. "Oh, I was doing other things, too," he told me with a twinkle. "I was courting a very pretty girl." When he was not courting, Houtermans' calculations led him to rule out chemical energy as the source of heat in stars. Instead, he hit upon the idea of energy coming from a thermonuclear process—heat evolved from the violent action of atoms deep inside the fiery furnace of a white-hot star. Convinced that he was on the right track, the young scientist, together with his colleague Robert Atkinson, published his discovery. One night, with the stars shining in the heavens, he pointed toward them and proudly exclaimed to his girl, "I know what makes them shine!" Her blank stare of befuddlement convinced him that he was carrying science too far.

But fellow scientists were more interested than Houtermans' girl, and 10 years later Dr. Hans Bethe of Cornell University used Houtermans' theory to unlock the mystery of the sun. Bethe knew that vast quantities of hydrogen are squeezed together by the sun's outer mantle until the hydrogen becomes a soupy paste about eight times heavier than solid lead. The atoms in this paste are constantly thrown at each other, impelled by the 15 million degree heat. What Bethe did was to figure out how often hydrogen atoms would stick together, or fuse, and he showed how this fusion would form helium, the next heaviest element. He came up with the brilliant idea of a "carbon-nitrogen cycle" in which carbon and nitrogen atoms act as hosts for the gradual build-up of four hydrogen atoms into a single helium atom. His calculations checked with the observed rate of heat production in our sun—all of which made both Bethe and the astrophysicists very happy.

Bethe also pinned down a second thermonuclear reaction which involves direct collisions between protons (hydrogen atoms with their outer electrons stripped off). Known as the proton-proton, or



BETHE showed how fusion in sun actually takes place.

CONTINUED

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 5,665,808.

(Signed) Arthur W. Keylor
Business Manager

Sworn to and subscribed before me this 24th day of September, 1956

(SEAL) Cathleen D. Haran
(My commission expires March 30, 1957)



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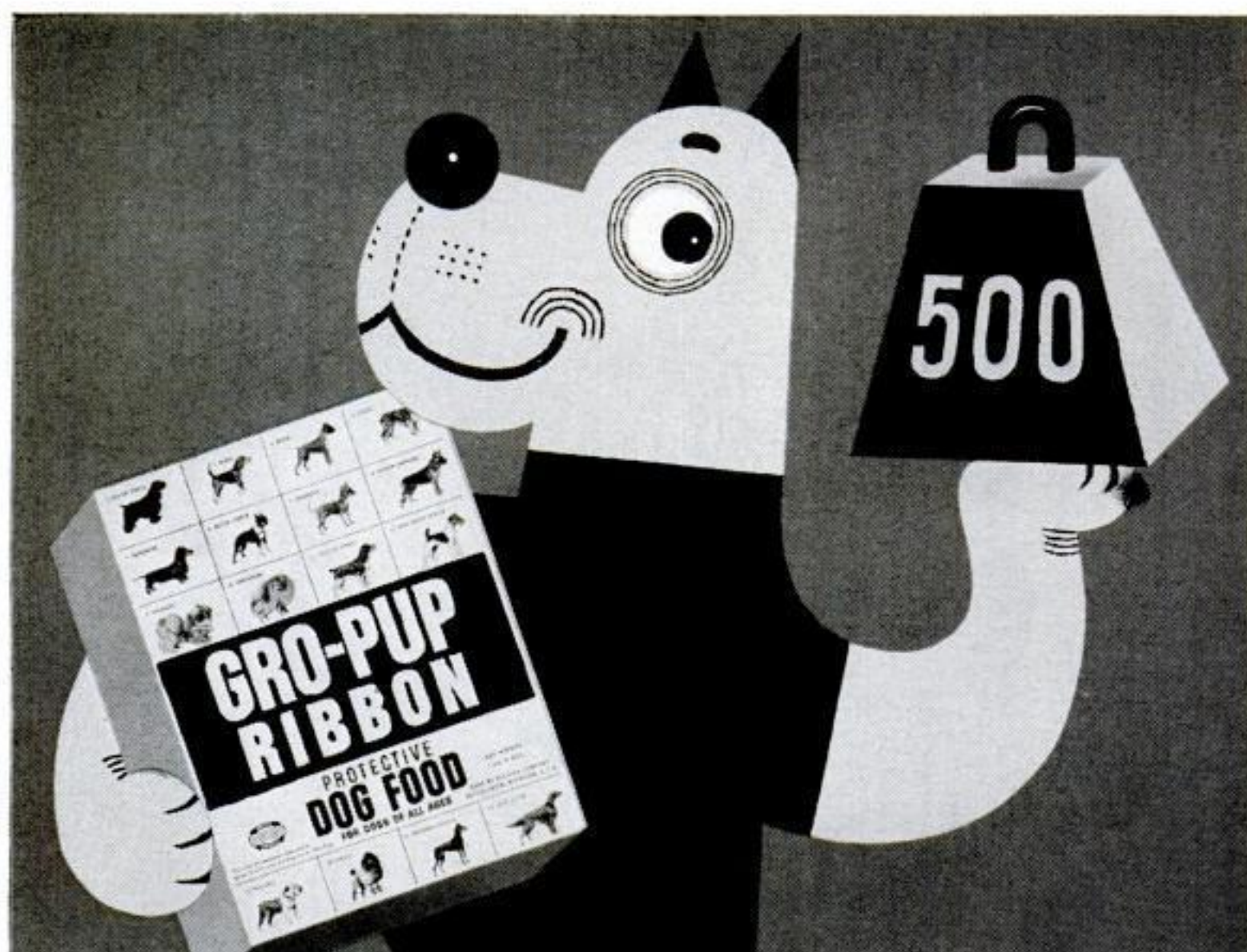
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AROMATIC BITTERS

INDISPENSABLE IN DRINKS...IRRESISTIBLE IN FOODS!



RUSSIAN EXPERT Igor Kurchatov (with beard), standing between Kirushchev and Bulganin at British atomic research center at Harwell, made speech to British scientists revealing Soviet progress in thermonuclear research

LIMITLESS POWER CONTINUED

"p-p," cycle, it fuses hydrogen into helium. Since the total weight of hydrogen before fusion is slightly more than the helium it becomes after fusion, some mass is actually lost in the process. This is released in the form of light, heat and neutrons.

Not very much mass is lost in a single fusion, but our sun contains such a vast quantity of hydrogen that it fuses 620 million tons of it every second. This means that every second about four million tons of mass are lost and are converted into energy.

These figures are so preposterously large that the next statement sounds like sheer lunacy: the *rate* at which our sun generates heat is far, far less than the rate at which man produces heat in his body. If our sun ever produced heat at the same rate as the human body, it would flare up instantly and all life on earth would end.



U.S. EXPERT Teller thinks fusion machine is possible.

The explanation is rather simple. The sun is such an enormous body that it is almost perfectly insulated by its outer layers of gas. The heat generated in the core of the sun works its way outward very slowly, taking hundreds of years to penetrate the insulation and reach the outer surface. Heat generated in the human body is not ordinarily trapped by insulation: the body radiates heat rapidly and keeps cool.

Bethe's discoveries about the inner workings of the sun solved one of nature's darkest mysteries. No one was dreaming that this happy event would have appalling consequences for mankind. No one, certainly not Houtermans or Bethe, dreamed that an H-bomb, or fusion bomb, was just below the horizon.

Fusing hydrogen atoms in a bomb to create a tremendous explosion is one thing. Fusing them in a safe, controlled manner is quite another problem, and that is the challenge that confronts us. Perhaps the best picture of the problem that we face in our efforts to devise a machine that will burn thermonuclear fuel is given by 42-year-old Lyman Spitzer Jr., noted for his researches in astrophysics. Now the director of Princeton's Project Matterhorn, apparently the key site among the various subdivisions which comprise Project Sherwood, Spitzer says, "Thermonuclear burning occurs only at enormous temperatures. . . . Such temperatures have hitherto existed only at the centers of very hot stars or during the explosion of an atomic bomb. . . . We must achieve such temperatures in a gas confined within walls that remain relatively cool. We must control the thermonuclear reaction when it occurs. We must extract the energy released and use it to generate electricity."

A nice tidy little problem: merely duplicate the conditions inside our sun and keep them perking safely for hours, days and years. We must design a man-made star and put it in a cage. Is such a problem worth the effort of solution? Again let us listen to Dr. Spitzer: "By far the greatest reserve of stored energy on earth

CONTINUED



Built-in storage drawers are faced with oak; easy-to-make table (foreground) is Weldwood oak flush door set on legs and edged with Flexible Wood Trim.

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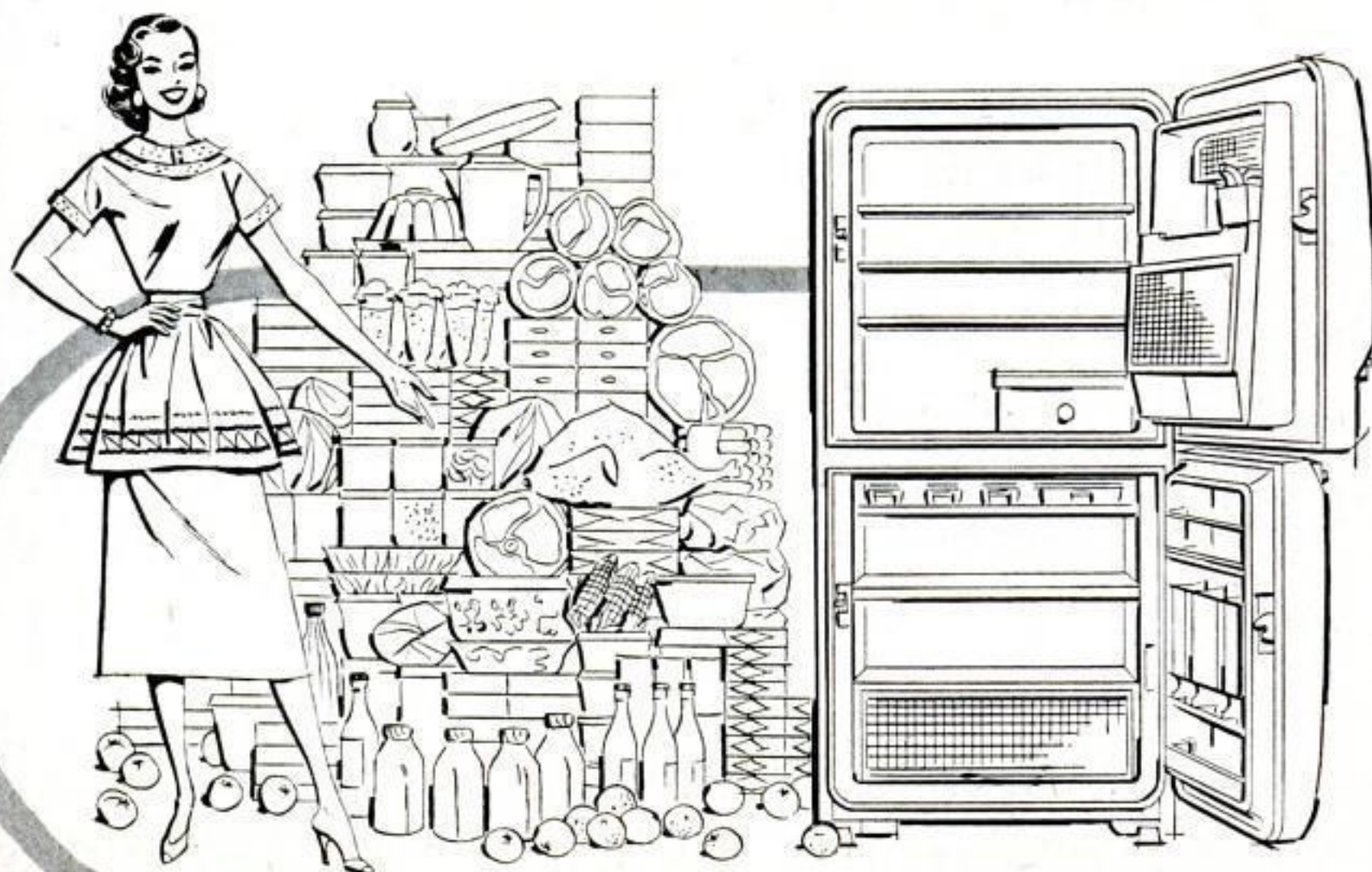
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venient, eye-level refrigerator equivalent to a 12 cubic foot model. *Not* just another two-door combination. Every freezer shelf, plus top and bottom surfaces, has actual freezing coils! Automatic self-defrosting in the refrigerator, of course. And a single Polaramic Dial insures even zero temperature in the freezer ... no freezing ever in the refrigerator!

Fabulous Stor-Mor Doors... hold 128 pounds of food. There's a generous butter keeper, six-pound cheese compartment. Space for two dozen eggs. A bushel of vegetables.

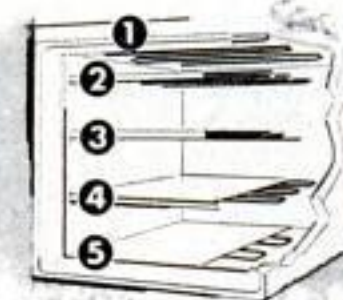
Holds tall bottles, short bottles. Beverage pitcher pours from door! Twenty cans of fruit juice concentrate. Two dozen packages of frozen food in handy "first in, first out" dispensers. Five colorful Planned-Over containers. Spacious crisper, meat tray.

You'll be delighted and amazed when you see it for yourself, because—from the first instant—*seeing is wanting* the new Amana Freezer-Plus-Refrigerator! But we warn you. Be careful, because after one demonstration, all other refrigerators will seem old-fashioned!



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Look for these exclusive



FIVE AMANA-MATIC FREEZING SURFACES! All shelves, and top and bottom of Amana freezer section are prime freezing surfaces. It's exclusive with Amana! All foods are stored on, or directly below, a solid freezing plate!



NO SPACE-WASTING BASKETS in sparkling new Amana combination! Reach in, take what you like without fuss or trouble. It's easier this way. Better, too, for food is in constant contact with Amana-Matic freezing surfaces!

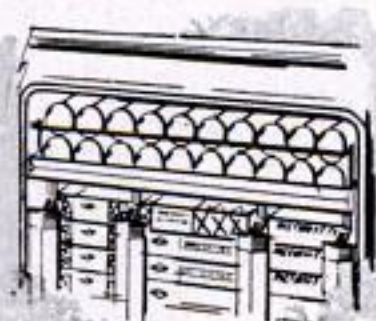


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Try it for the effect. You won't have to wait long. It's irresistible. Luckily, new *Sheer Velvet Lipstick* stays misty, velvety soft in full dazzling color *all day long* with just *one* application. So with Edwardian Rose . . . anything goes! But your lipstick stays. Also by Dorothy Gray: *Super Stay* and *creamy, Regular Type* lipsticks. \$1.25.



For beauty the modern way Dorothy Gray

locked up in the nuclei of hydrogen atoms present in the ocean. ... Thermonuclear burning occurs most readily with deuterium, heavy isotope of hydrogen. Although only one deuterium nucleus is present in water for every 6,400 nuclei of ordinary hydrogen, the total amount of deuterium available in the ocean is enormous." Conservatively, Spitzer estimates that, "The deuterium in the ocean's waters is sufficient to provide many times the present rate of world energy consumption for more than a billion years."

The deuterium referred to by Dr. Spitzer as the choicest material for fusion occurs in combination with oxygen in a form that we call heavy water. Distilling heavy water from ordinary water used to be quite a stunt but the war changed all that. We needed tons and tons of heavy water for nuclear power plants, and the U.S. found some remarkably cheap ways of getting it. The market price for heavy water used to be \$93 a pound, but we now sell it for \$28.

A single pound of heavy water, or two cupfuls, would liberate power equal to half a million pounds of coal. The power is there to be tapped if we can find the way—if, as Dr. Spitzer has said, we can create enormous temperatures within confining walls.

Man's accomplishments in winning power from chemical fuels such as coal, oil and natural gas are all in the province of low-temperature engineering. So, too, is our current program of deriving energy from uranium. We are limited to temperatures in the range of a few thousand degrees Fahrenheit. Strict limits are imposed by the container in which the fuel is burned: it must be kept cool enough so that it does not lose its structural strength and collapse. Jumping from a few thousand degrees to millions of degrees looks like an almost impossible feat. If one had to solve the H-puzzle by developing a container to hold solid material at solar temperatures, he might just as well ask an armless man to untie the Gordian knot.

But we do not have to use solid material. We can use a gas. Ordinary experience tells us that a solid, say, an iron poker, glows when it gets hot. Stick it in a fire and it will turn dull red, then cherry red and finally white hot. Whatever it touches—another solid or the air around it—is also heated. We associate a certain temperature with the poker as it gets hotter and hotter and its molecules move faster and faster, striking each other and giving off heat.

But now let us consider not a solid but a gas—for example, the gas in a neon tube. You can wrap your fingers around one of these reddish-glowing tubes without feeling much heat. The surface of the glass tube stays relatively cold. Inside the tube the atoms of neon are dashing around with fantastic speed, infinitely faster than the molecules in the glowing poker. But because they are forced by an electrical charge to follow a certain pattern, very few of them strike the glass and very little heat is given off. We could just as well substitute hydrogen for neon.

Two kinds of temperature

THIS apparent paradox of the gas atoms possessing high speed (equivalent to high temperature) while remaining inside a cool glass container is easily explained by the physicist. The layman recognizes only one kind of temperature, that of a glowing hot poker. The physicist recognizes two kinds, the glowing poker and also what we may call kinetic temperature, meaning temperature associated with fast-moving particles of gas in an electric field. Kinetic temperature may be *potentially* very hot in the layman's hot-poker sense, but as long as the particles are made to follow a certain pattern and do not touch the walls of their container, there is no heat as the layman knows it. High speed particles moving in a vacuum could have very high kinetic temperature but a very low hot-poker temperature.

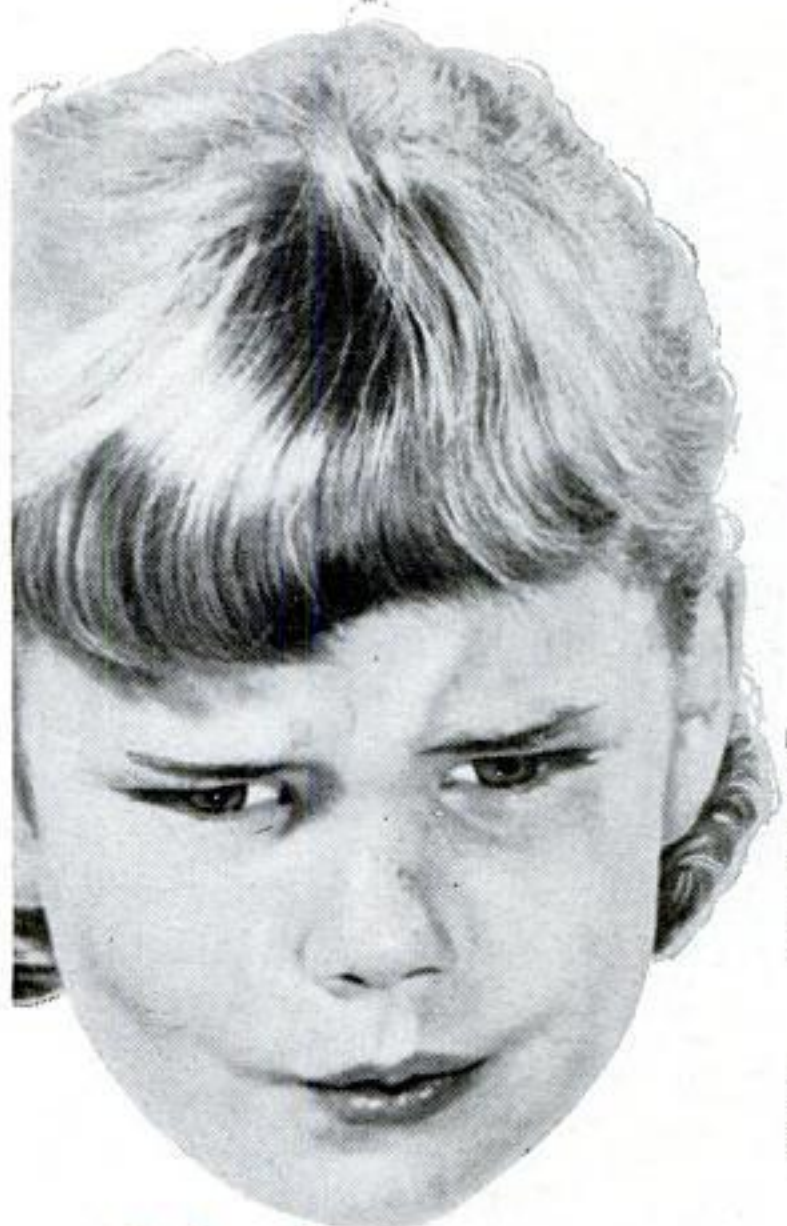
Cyclotrons whirl atomic particles around and around until they attain very high energy, which is measured in special units called electron volts of energy. Even cyclotrons of prewar vintage accelerated atoms to millions of electron volts. Using simple mathematics, the physicist is able to translate electron volts into ordinary temperature. One electron volt is the equivalent of somewhat more than 10,000 degrees centigrade. This drastic markup means that a hydrogen atom hurled around in a cyclotron with 10 million electron volts of energy has a kinetic, or potential, temperature of 100 billion degrees. This is quite a temperature—much more than is needed for thermonuclear reactions.

We need only 100 million degree temperature for thermonuclear burning, and this can be achieved with only 10,000 electron volts. This is embarrassingly low. Cyclotrons are simply too high-caliber for such low energy work. It may sound odd but thermonuclear

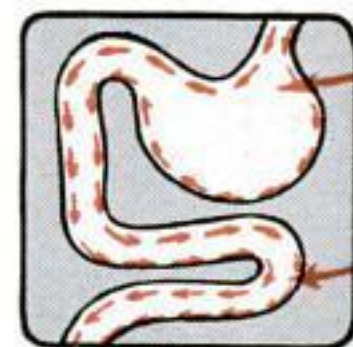
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research is actually "low energy" to nuclear physicists. Most nuclear researchers do not stoop to such trivial energy, and that is one reason why the thermonuclear field so badly needs exploration.

H-power research is in a kind of no man's land. It is too high for physicists interested in ordinary heat measurements and it is too low for the cyclotron men. Such an in-between field is often the most difficult to explore, and this seems to be the case with fusion power.

So far we may have made the whole concept of fusion more plausible, but we have not, of course, solved the basic problem: the design of a thermonuclear machine. That is the job which is being tackled by researchers in this country, in Britain and in Russia. It is still too early to describe the actual form that such a machine might take, but we know what the machine will have to be able to do.

The hydrogen fuel—probably a mixture of deuterium and tritium—must be contained in a tightly enclosed space and must be made to whirl around and around at tremendous speed so that the electrically charged particles of the gas will strike each other and fuse. The way to speed up the particles is to "push" them along with repeated electric impulses so that they whirl faster and faster. At the vast speeds involved, the natural tendency of the particles would be to fly off in all directions, and if that happened, no fusion would take place. The main problem is not to make the particles go fast enough—that is relatively easy—but to keep them together in a compact space so that they cannot avoid hitting each other. No ordinary tank could hold them together because it would melt from the heat.

The ideal container for keeping the particles where they belong would be what Dr. Edward Teller calls a "magnetic bottle." This bottle would not be something we could see. It would be an invisible but enormously powerful magnetic field, possibly spherical in shape, whose force was directed inward against the gas. Whenever the charged particles of gas tried to escape, they would hit this magnetic field and be repelled back into the maelstrom.

If the gas can be contained so that fusion takes place, energy will be released in two forms: light and high-speed neutrons that are freed in the fusion process. Since the light and neutrons have no electrical charge, they can pass through the magnetic field and might be allowed to strike some kind of cooling agent—liquid lithium, for example.

This cooling agent, as it absorbed light energy in the form of heat, would be pumped off rapidly into a heat-exchange system which could use the heat to make steam which, in turn, would be used to drive turbines. The liquid lithium would also absorb neutrons and some of it would be converted into tritium. This tritium, an expensive product to make, could be drawn off and used again as fuel. The fusion machine would, in other words, manufacture part of its own fuel supply.

Ideally the process of collecting the heat and converting it into steam turbine power would be avoided altogether by converting the fusion energy directly into electricity. Then we would have a practically perfect source of power.

If we know so much about the specifications, why can't we just go ahead and build the machine? The chief drawback is the magnetic bottle. We simply do not know how to create a magnetic field of sufficient strength. Some scientists believe that a practical bottle can never be built. Others think that it will be built only when we acquire new knowledge. Perhaps magnetic fields alone will never do the trick, or perhaps some entirely different concept is needed. There are other great technical problems, but it is in the area of the container that we must probe for that "elusive big idea."

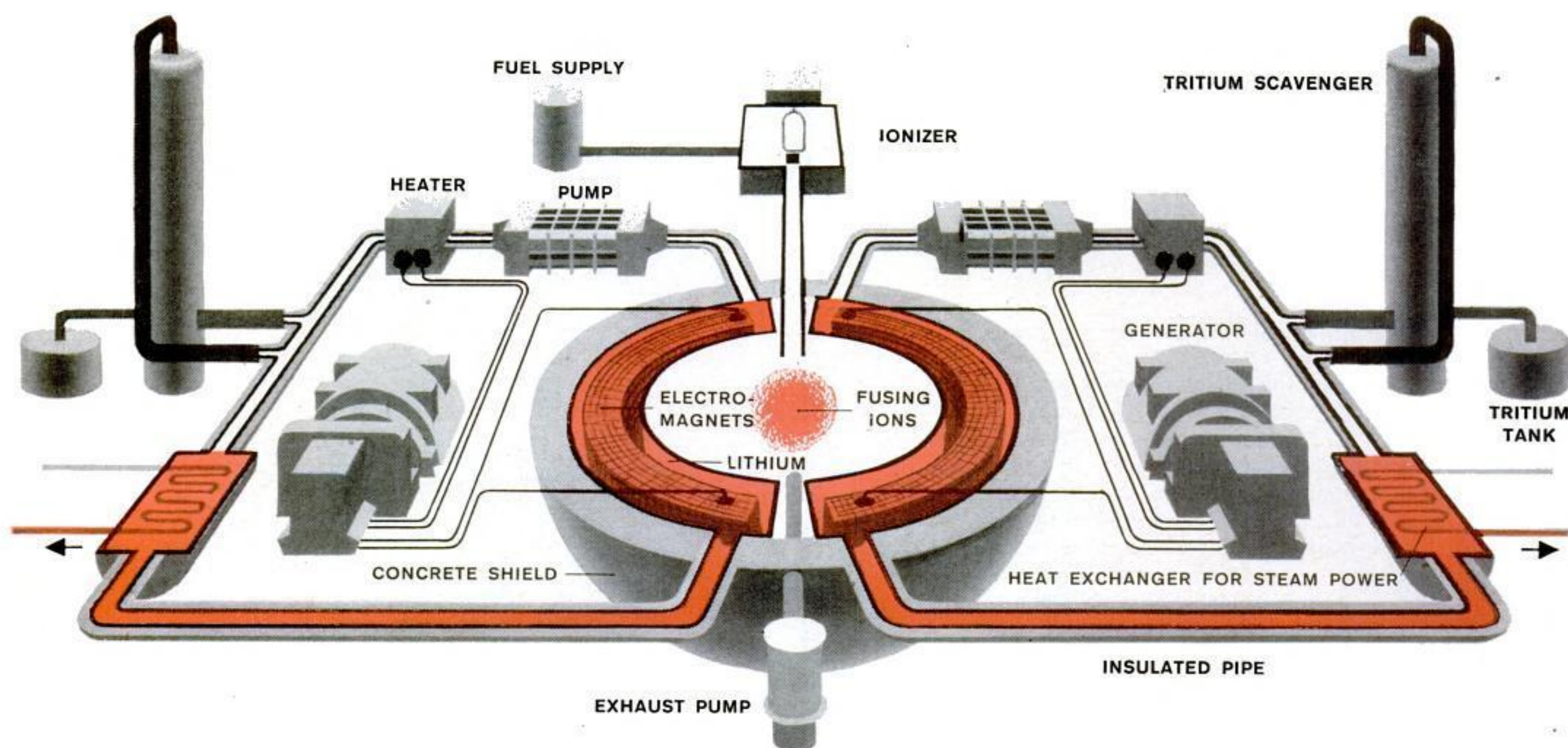
While we cannot draw blueprints for this fusion power machine, it is possible to point out some of the advantages it would have:

► H-fuel would be far more abundant, cheaper and easier to process than uranium.

► H-power, like uranium power, may be available solely in the form of heat, but experts like Teller think a way will be found to produce electrical energy directly and efficiently. This might make U-power obsolete.

► A fusion machine would be compact compared with uranium power generators, for there would be a relatively small radiation shielding problem. Fission is like a grievous wound that refuses to heal: split atoms remain radioactive. Fusion, on the other hand, is a "healing" of two atoms into a single, stable, nonradioactive entity. A thermonuclear machine would, indeed, give off neutrons while in operation. But these neutrons would be only momentarily dangerous and could be rendered harmless by a simple shielding device. When the machine

CONTINUED



PRINCIPLES OF DESIGN FOR A THERMONUCLEAR MACHINE

A fusion machine might be based on the principles shown in this cutaway drawing. Deuterium and tritium, the forms of hydrogen that are used as fuel, are fed into the ionizer, an electric source which ionizes or charges the particles of gas and fires them into the middle of a powerful electromagnetic field. This field forms an invisible "bottle," holding the charged particles together in a compact mass. The exhaust pump maintains a vacuum inside the field. Repeated impulses from electromagnets speed up the particles until they collide against each other and fuse (red ball in center). Light and neutrons, the uncharged by-products of fusion, pass through the magnetic barrier and strike a liquid such as liquified lithium. A concrete shield prevents any neutrons from escaping into the plant area. The liquid lithium, absorbing the tremendous heat of the fusion, is pumped

through insulated pipes to a heat exchange system. There its heat is taken off (arrows) and used to create steam to drive turbines which drive generators to produce electricity. When neutrons strike lithium, they create valuable tritium, so the lithium, after leaving the heat exchanger, passes through a scavenging tank where the tritium is removed. Lithium then goes to a heater, where it is heated just enough to keep it in a liquid state. It is then pumped back into the system. Generators supply power for the electromagnets and heaters. The system shown here is simplified. An actual fusion machine might require additional ionizers and a number of electromagnetic systems to contain the particles of gas and to keep them moving at high speed. And the ideal machine would use the fusion energy to create electricity directly instead of through steam turbines.



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State _____

LIMITLESS POWER CONTINUED

stops, the radioactivity stops. There would be no dangerous ash, no unused fuel to be buried, no threat of an atomic explosion. The tremendous disposal problems that have worried everyone concerned with nuclear fuel simply would not exist with H-fuel.

We do not know, of course, that a fusion plant can be built, but we must be guided by two precedents. First, we should recall the unexpectedly rapid development of the A-bomb. Second, we should remember that the H-bomb itself was once allocated to a limbo somewhere "between the possible and the probable." Initial despair over the difficulty of the task ahead should be tempered with optimism. Equally hard tasks have been accomplished in the past. Perhaps this is what Sir John Cockcroft, head of the British atomic research effort, has in mind when he says, "My faith in the creative ability of the scientists is so great that I am sure that this will be achieved long before it is essential for man's needs." Sir John has a reputation for being a hard headed realist as well as a top-flight scientist.

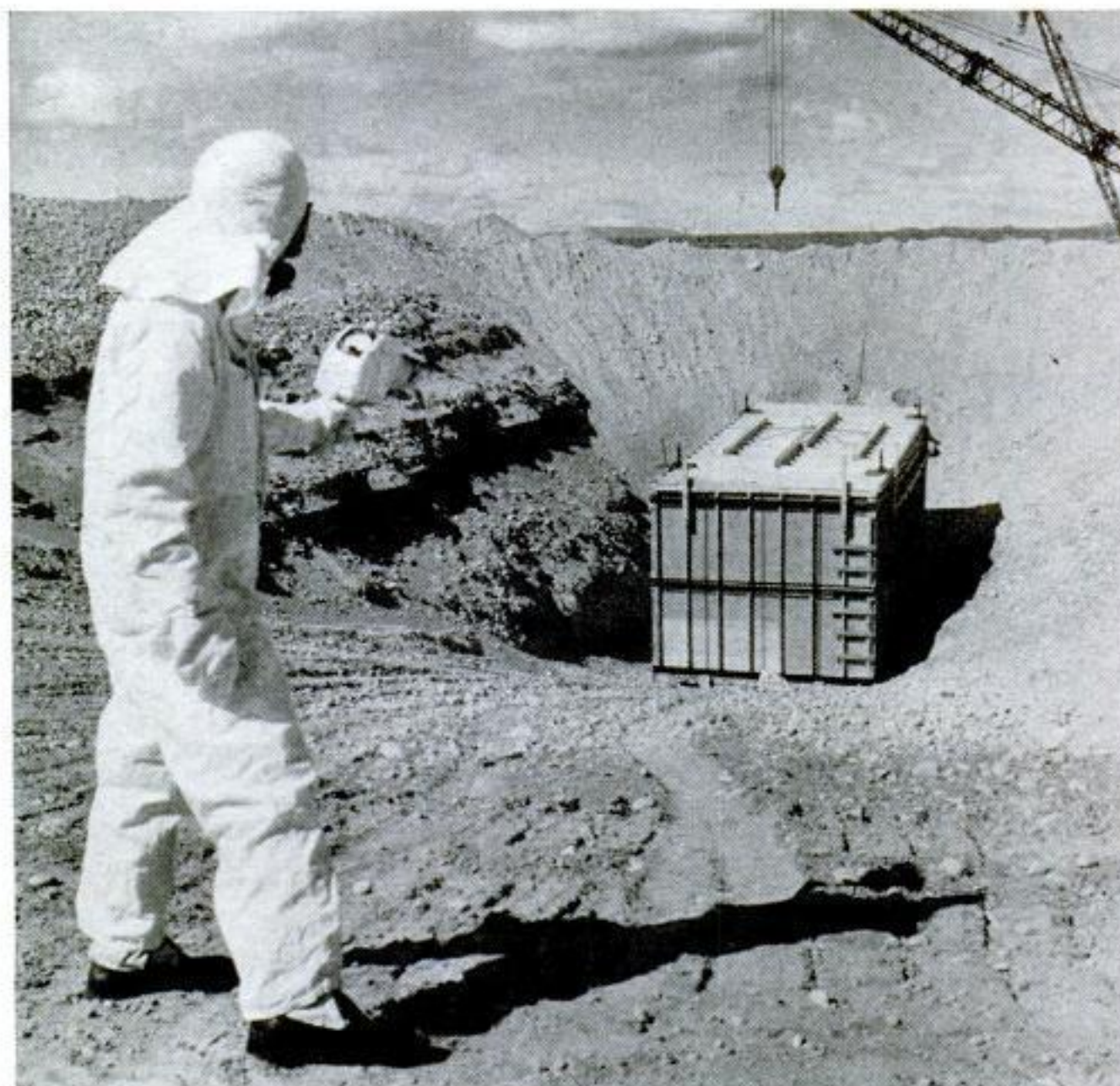
I personally believe that before long our Project Sherwood will be driven into the light of day. In the end rationality must prevail. Then I believe that the various disciplines of science will converge upon the harnessing of fusion energy. Very likely some odd idea, seemingly unrelated to the subject; will provide the clue for the right road to take. The history of science is replete with examples of the way in which breakthroughs occur when a scientist toys with ideas of diverse complexion.

No one can tell when this germinal idea will develop. It may spring up next month or next year or 10 years from now, but the chances of early birth will get better as more and more people puzzle over the project.

The oceans offer the ultimate in power. We need the right ideas to build the machine that will release this power from the sea. The prospects are good enough to have made Edward Teller say early this summer, "I am quite confident that the controlled thermonuclear reactor can be made."

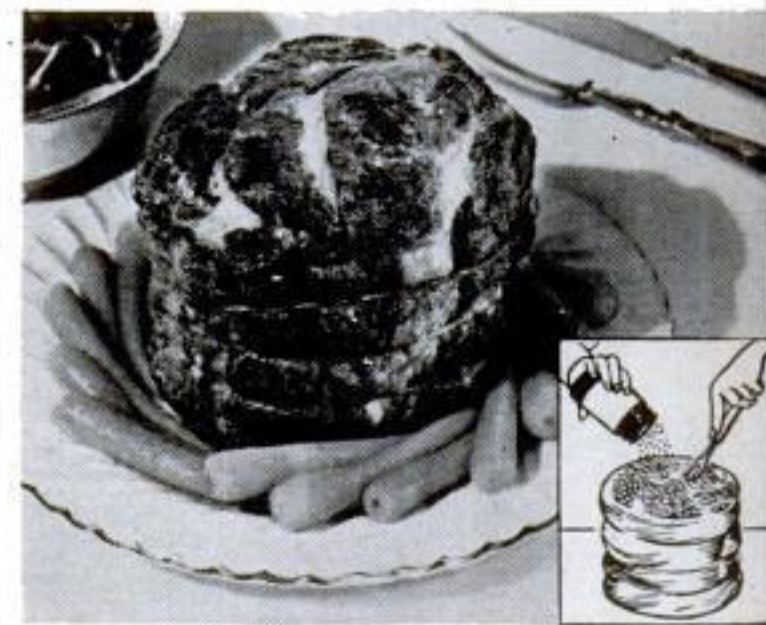
If we can build this controlled thermonuclear reactor, man will solve his fuel problems for all time. We will not, to be sure, have thermonuclear automobiles or lawnmowers. Small, mobile reactors are out of the question. But we will have all the industrial, electrical, community-wide power we can possibly use—and it will be cheap and universal, as universal as water.

Many nations today find it impractical or uneconomical to build great dam systems for electrical power. Many nations balk at the prospect of fission power with its built-in hazards and its hard-to-get, hard-to-process fuel. But thermonuclear power would be safe and available to all. The oil wells will run dry and the coal veins will thin out and even uranium will become scarce, but it is impossible to conceive of a world where there could be a shortage of thermonuclear fuel. Achieving this ultimate in power may well rank as man's greatest accomplishment in the 20th Century.



NUCLEAR HEADACHE is the disposal of atomic wastes, here being buried at Hanford, Wash. plant by men wearing protective clothing against danger of radiation. With a thermonuclear machine there will be no disposal problem.

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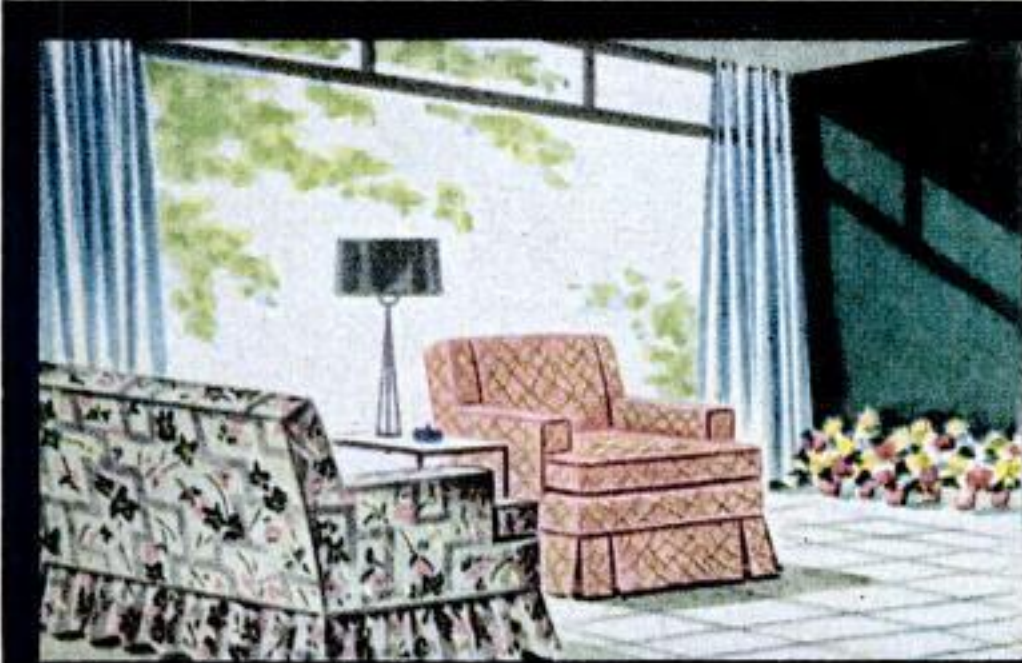
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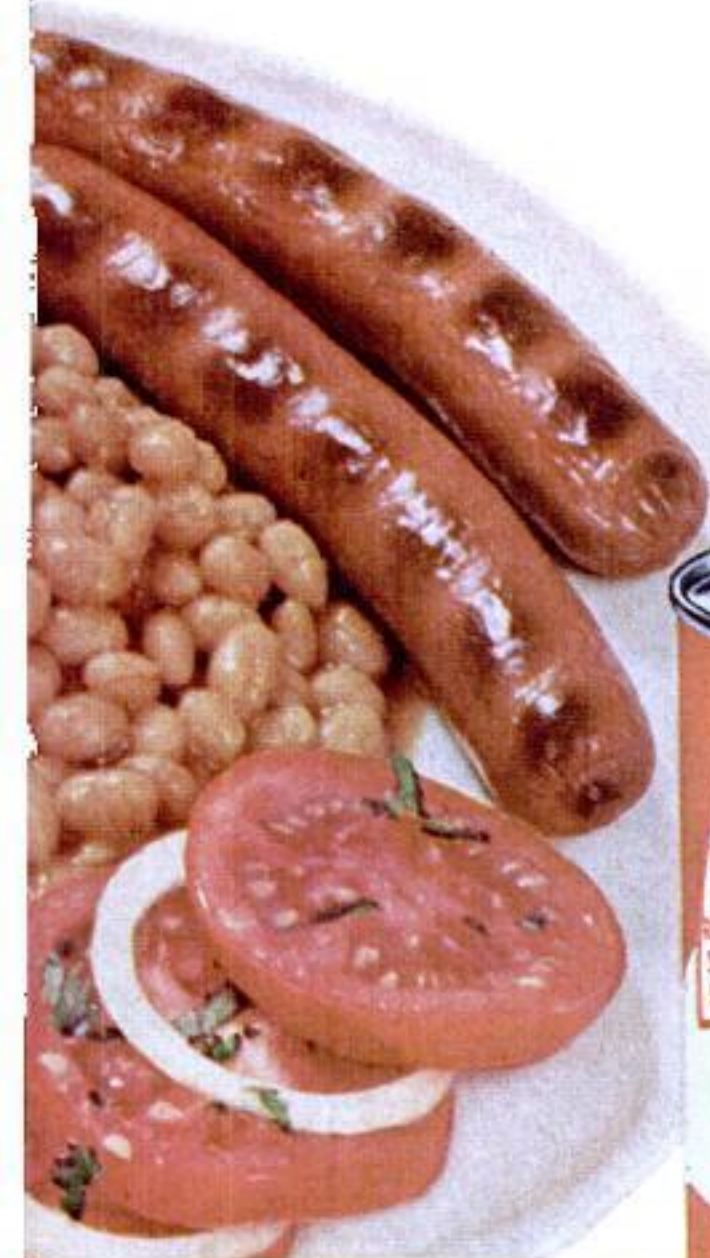
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A WEDDING OUT OF THE PAST



IN SABLE-TRIMMED MANTLE AND TRAPPINGS OF OLD HUNGARIAN NOBLES, ARCHDUKE JOSEF ARPAD LEADS HIS BRIDE, PRINCESS MARIA, OUT OF CHURCH

Chivalric air and titled array attend Habsburg-Löwenstein ceremonies

The romantic age of chivalry and royalty came magically and briefly to life again last month at a wedding of the scions of two of Europe's old noble families. At Bronnbach in Bavaria, Archduke Josef Arpad of Habsburg, clad in the robes of a once mighty nobility, married Princess Maria of Löwenstein-Wertheim-Rosenberg. The 23-year-old archduke is a descendant of Empress Maria Theresa through the Hungarian branch of the Habsburgs. The 20-year-old bride's ancestors were princes of the Holy Roman Empire. They had met at a hunting party a year ago. To their wedding they invited many bearers of great names (*pp.* 196, 197) including two prominent aspirants to abolished thrones: ex-King Umberto of Italy and Archduke Otto of Austria, a distant cousin of the bridegroom.

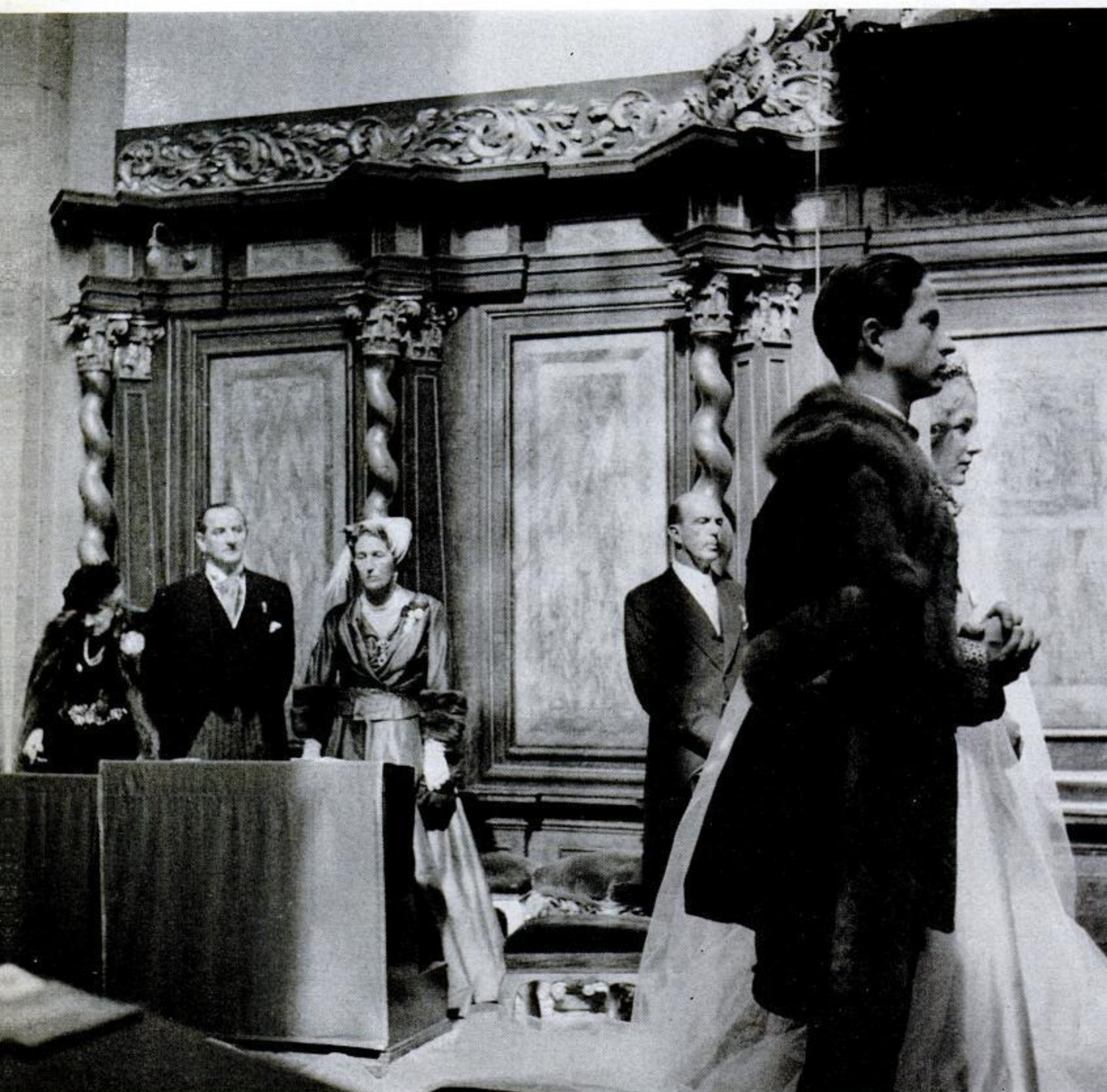
For the brilliant festivities the bride's family invited the guests to Kleinheubach, the castle that the Löwensteins have owned for over 200 years. At the park gate an old gilded four-horse coach, now seldom used, met Princess Maria and took her to the castle. There the 800 guests dined, drank the heady wine of the Löwenstein vineyards and danced to waltzes and jazz until 3 a.m.

The wedding two days later was held in the 13th Century church of the Cistercian abbey at Bronnbach, which the Löwensteins also own. The Bishop of Paderborn performed the double-ring ceremony and Pope Pius sent a congratulatory telegram. Then the archduke and his bride stepped back into the modern world: they left on a honeymoon in far-off Ceylon.



WITH TORCH AND HORN German neighbors of the Löwensteins entertain at the prewedding re-

ception. The Miltenberg town fire brigade holds lights while municipal band blows brassy melody.



BEFORE THE ALTAR bridal couple exchanges vows. At rear are (left to right) bride's grandmother Countess Maria of Rignon, bride's parents Prince and Princess Karl of Löwenstein, ex-King Umberto.

PRETENDERS PROTOCOL (right) brings the ranking ex-King Umberto, escorting Archduchess Anna of Habsburg, out of church ahead of Archduke Otto and Princess Karl. Behind Otto is Prince Karl.



WEDDING WITNESSES assembled are (front row, left to right) Princess Maria-Margarete of Hohenzollern; Princess Franz-Josef of Hohenzollern; Countess Priscilla Waldburg-Zeil; Princess Maria-Gabriella of Bavaria (hidden); Princess Isabelle of France; Donna Giovanna Roulet of Brehat; Countess





Theresia Waldburg-Zeil; Princess Françoise of Bourbon-Parma; Princess Maria Pignatelli; the Hereditary Princess Friedrich-Wilhelm of Hohenzollern; and Princess Marie-Adelaide of Luxembourg. In second row (left to right) are Donna Paola dei Principe Ruffo di Calabria; Duchess Margarete of

Wurtemberg; Hereditary Duchess Alix of Austria; Princess Maria-Christa of Liechtenstein; Princess Anne of France; Duchess Marie-Therese of Wurtemberg; Princess Marie-Therese of Bourbon-Parma; Countess Monika Ballestrem; Countess Agnes Ballestrem; and Princess Karl-Anton of Hohenzollern.



OLD RETAINER, Löwenstein butler, leads way out of church, followed by flower girls and couple.



YOUNG WELL-WISHERS in castle are refugees from Sudetenland, where Löwensteins lost holdings.



COON OUT OF CHARACTER

Not once in a coon's age would any discreet raccoon confronted by a dog do anything but take off for the nearest tall tree. Yet on a recent visit to a friend's country home, Sol Spitulnik, a Towanda, Pa. policeman and amateur photographer, came upon a raccoon which seemed to be nipping brazenly at the haunch of a painfully surprised dog.

Appearances, as Spitulnik quickly discovered, differed from

the facts. Howard Ritchlin had trapped the coon a year and a half ago, named him Brother and put him in a pen. One day Ritchlin's English setter, Jack, wandered into Brother's pen and coon and dog soon became close, if unlikely, friends. When Spitulnik arrived, the coon was snuggling on the dog's flank for an afternoon nap and what seemed to be the dog's open-mouthed yelp was only an easy, companionable yawn.



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